

2001 MS II Cadet Survey Findings

Data Collected in Spring of SY00-01

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Executive Summary

CRITICAL ISSUES:

- **Who are our Cadets that plan to contract to commission**
- **College Finances**
- **Army ROTC Program**
 - **Positive: FTXs and outdoor activities**
 - **Negatives: Equipment, computers and effect on cadet sleep**
- **Perceptions of Career Opportunities**

✓ Demographics:

- The percent of cadets with family members in the service decreased from last year
- About 70% of MS2's had at least one family member in the Army
- About 53% of MS2's had one family member in at least one of the other services
- Fathers in military service were mostly likely to be enlisted
- Almost a third of the cadets have some prior service

✓ Who influences the contracting decision:

- The positive influencers are parents, family and other cadets
- College administrators are negative influencers
- Work continues to be a negative influence
- The cadre influence to contract to commission is growing

Executive Summary Continued

✓ **Marketing and Recruitment:**

- Cadets are strongly influenced by
 - Career opportunities in the Army
 - Opportunities in the Army that lead toward a future civilian career
 - ROTC Scholarships
- Cadets like outdoor activities
- About 79% of MS2 Cadets learn about ROTC for the first time before college or in the Service

✓ **Cadet Attitudes About ROTC:**

- Cadets said they learned the most from FTXs
- Activities cadets said they liked the best were Adventure Training and FTXs
- Cadets believe more and better quality is needed for classroom equipment, training equipment, and computers
- Most cadets indicated the cadre do not need improvement

✓ **Scholarships and Cadet Finances:**

- White cadets still are slightly more likely to get a ROTC scholarship
- The percent of college costs paid by ROTC has decreased
- Non-ROTC scholarship cadets use all methods of paying for college and rely heavily on parents to pay for school.

How the survey was conducted:

- The purpose of the MS2 survey was to determine what program elements and outside influences impacted on the Cadet MS2 decision to contract to commission.
- The survey included several questions designed to determine actual effects and did not rely solely on cadets' reported level of influence.
- All schools were instructed of the survey dates; and the cadets completed the survey on the Internet.
- 1280 valid surveys were completed between Feb and May 2001.

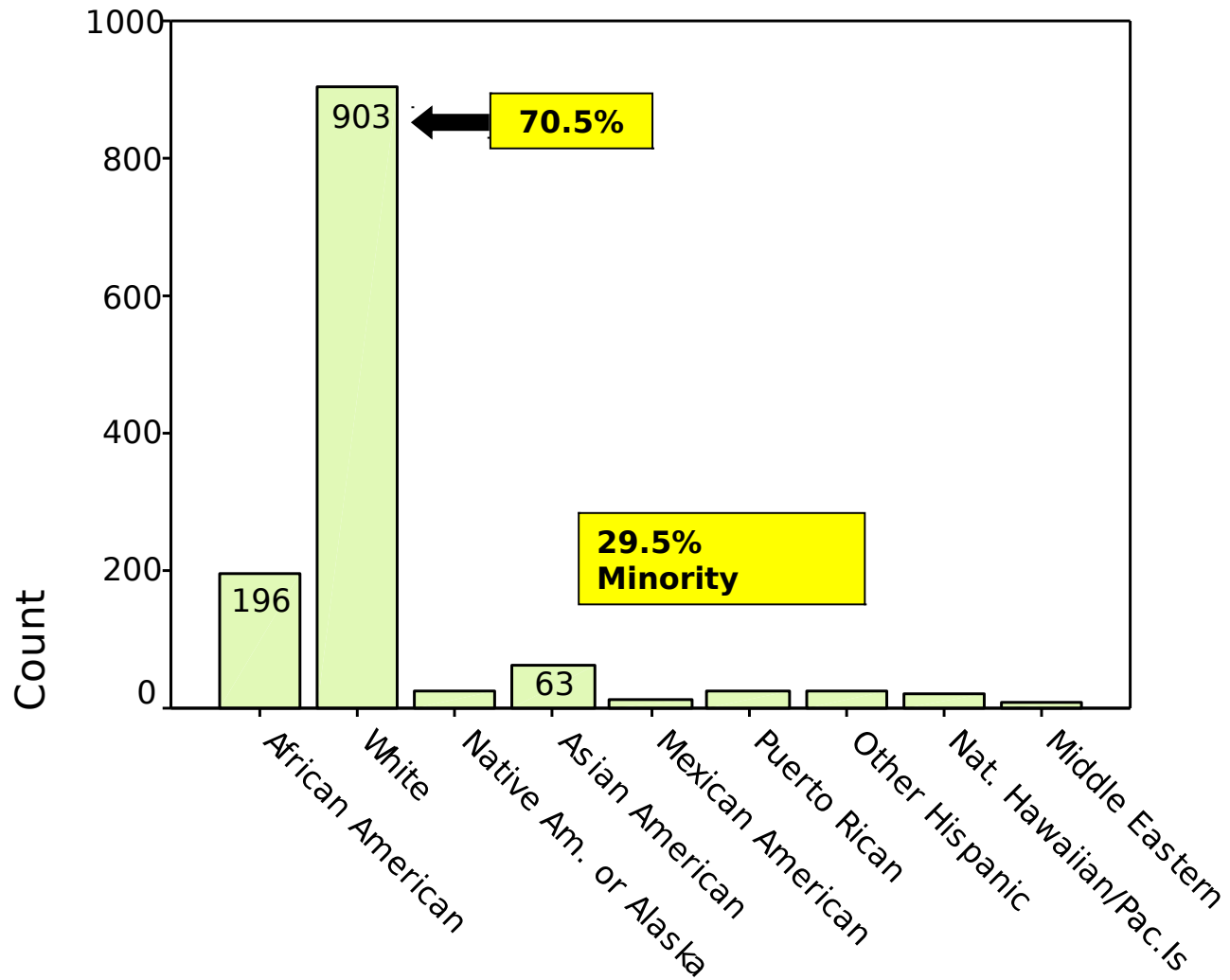
Differences between sample and all MS2s:

- *No statistically significant differences existed between the sample and all MS2s; however, mild differences existed in the following areas: Slight over-sampling of Euro-Americans/White, Asian/Pacific Islander, and Native American or Alaskan Native Aleutian. And a slight under-sampling of African Americans and Hispanic Americans.*

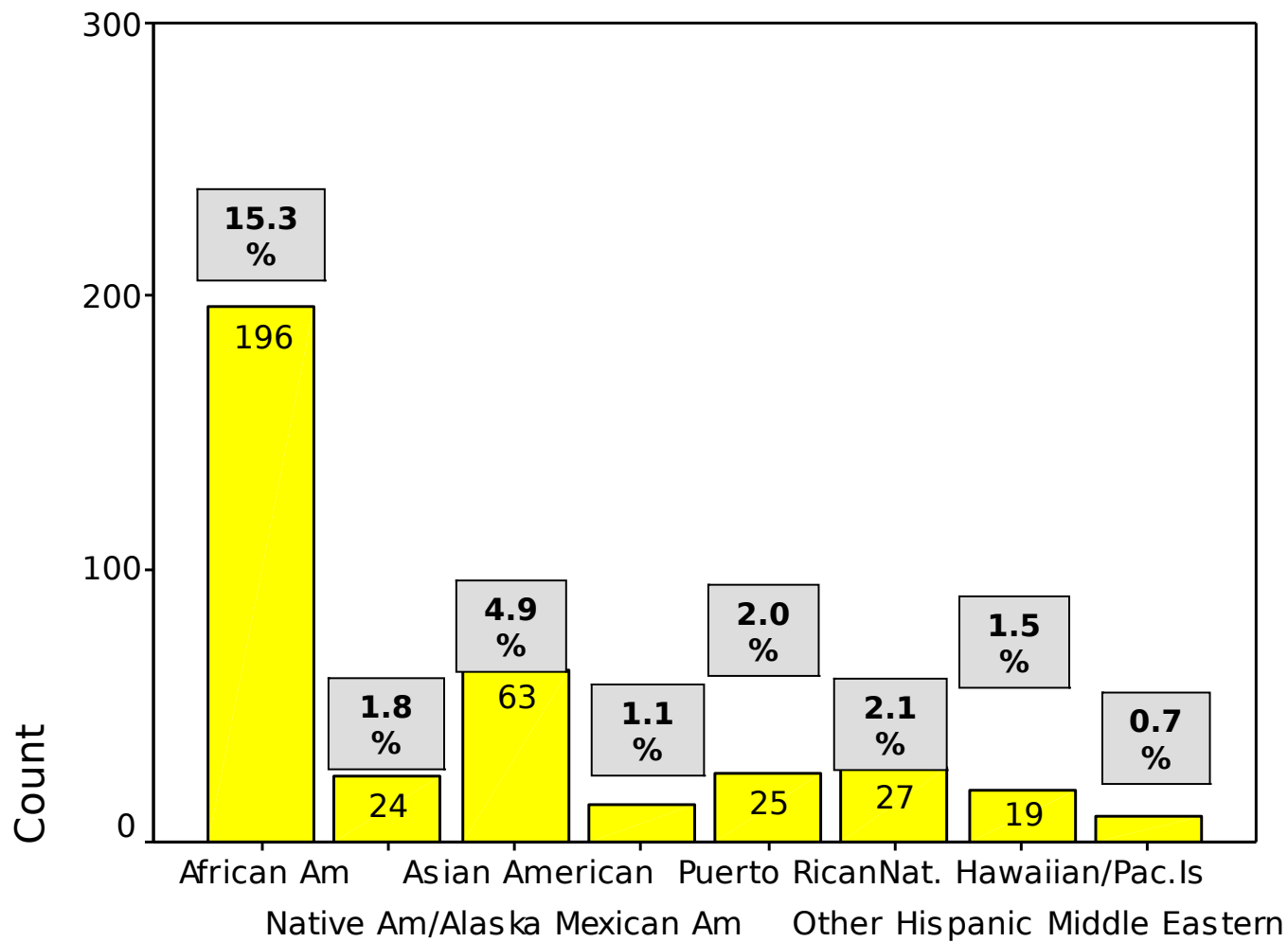
Demographics:

- ✓ **Ethnicity**
- ✓ **College Majors**
- ✓ **Year Started ROTC Enrollment**
- ✓ **Relatives Served in Military**
- ✓ **Cadets with Military Experience**

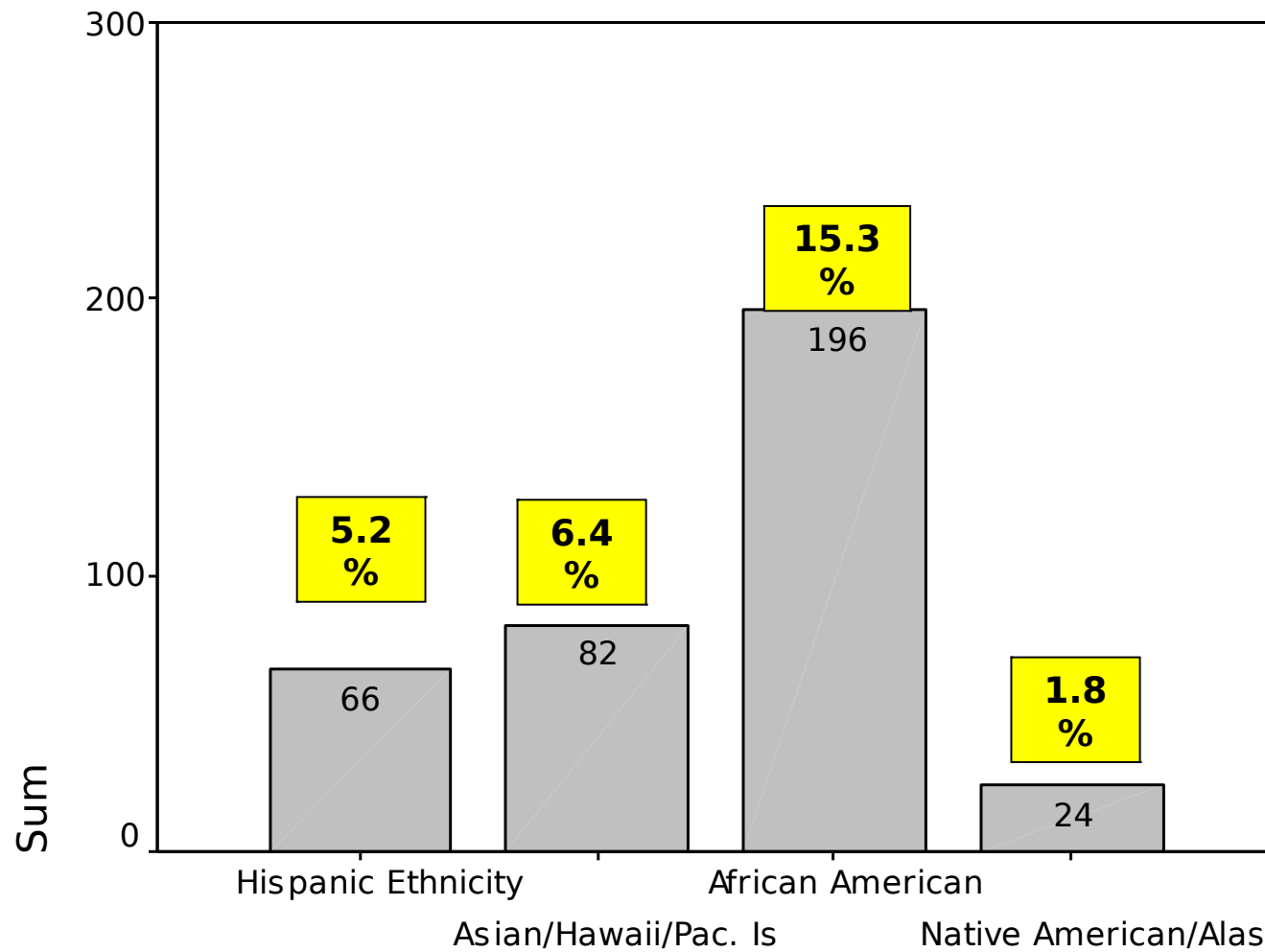
MS2 Ethnicity Breakout



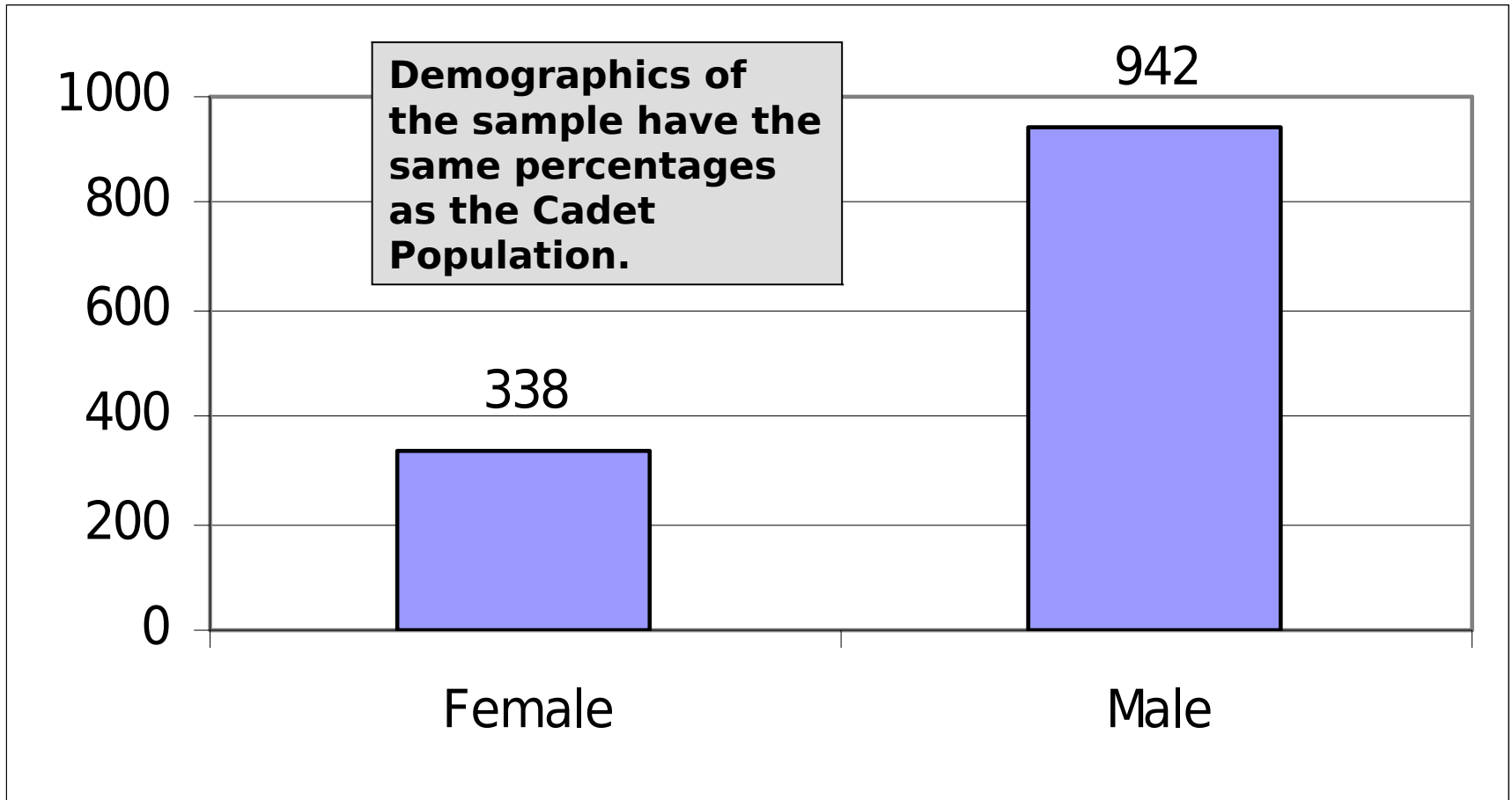
Breakout of Minorities



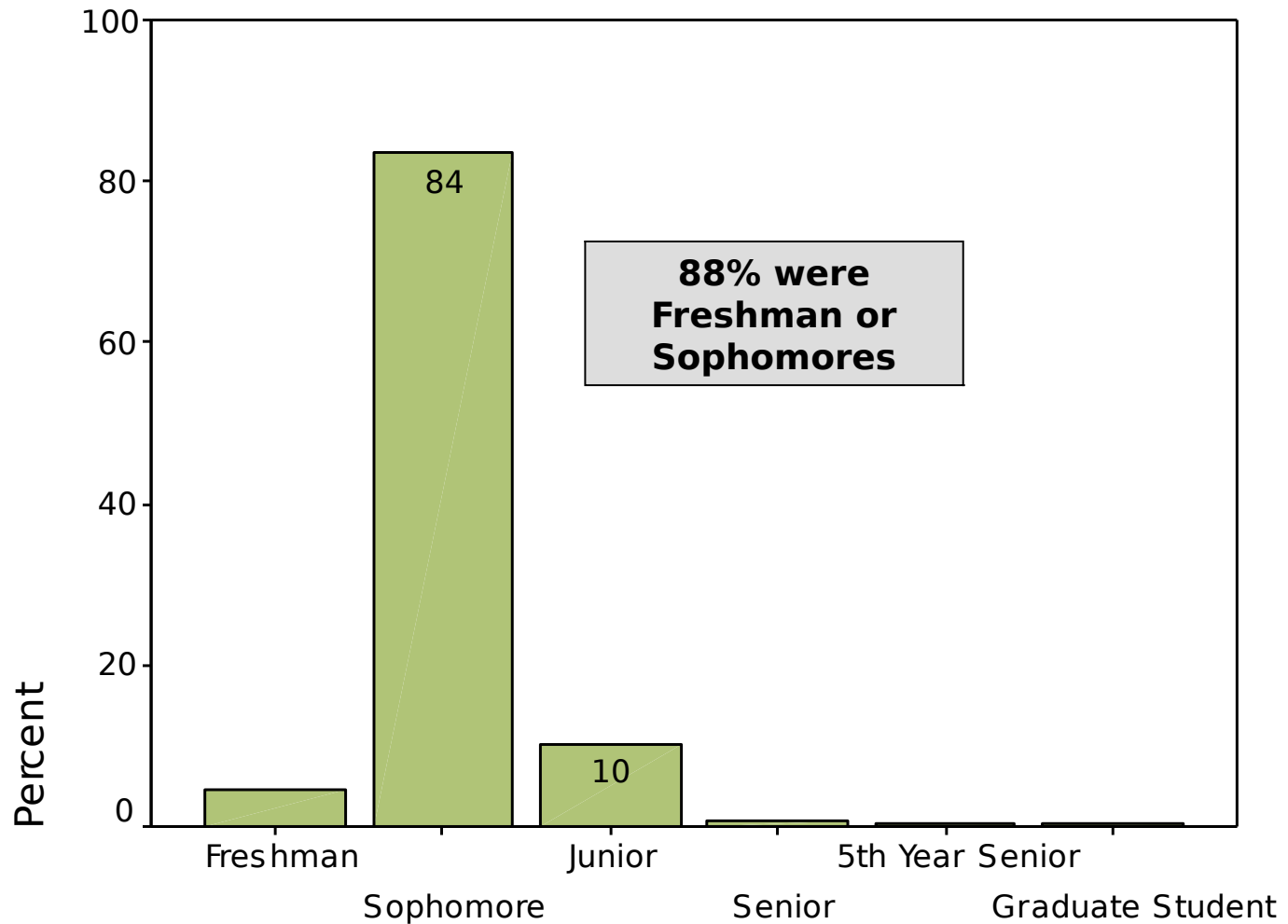
Minority Group Representation



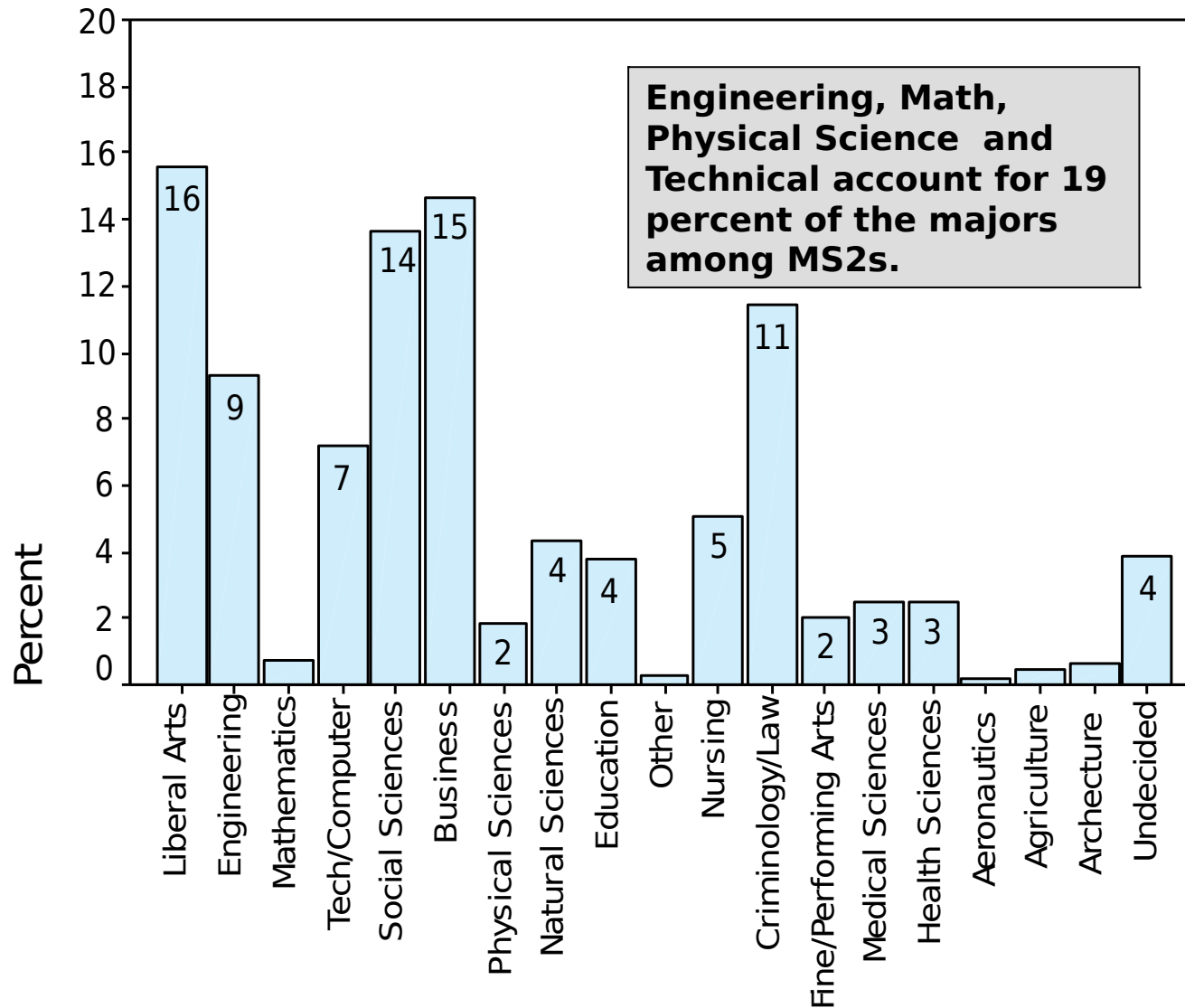
26% of the Respondents were Female



Current College Year

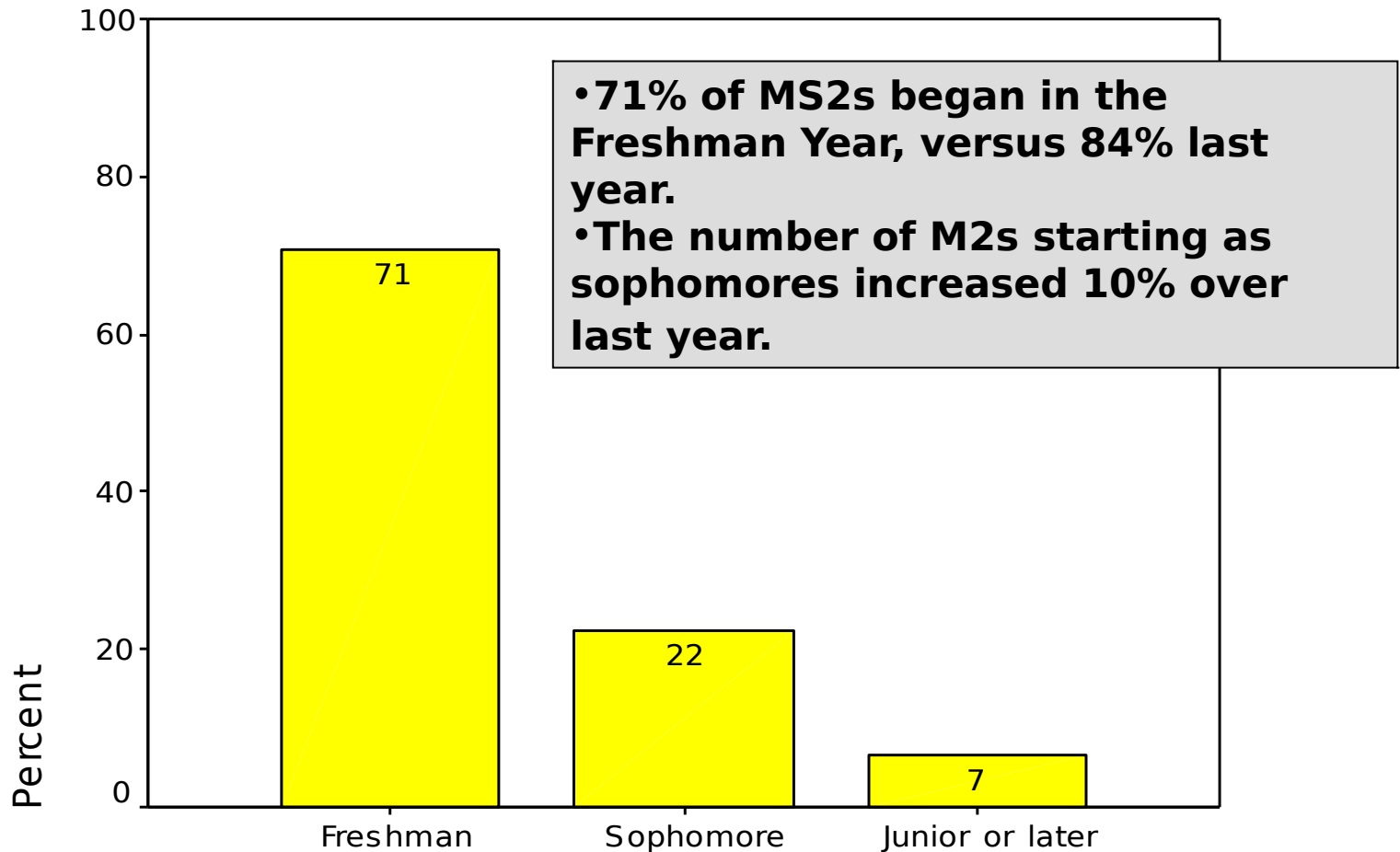


College Majors

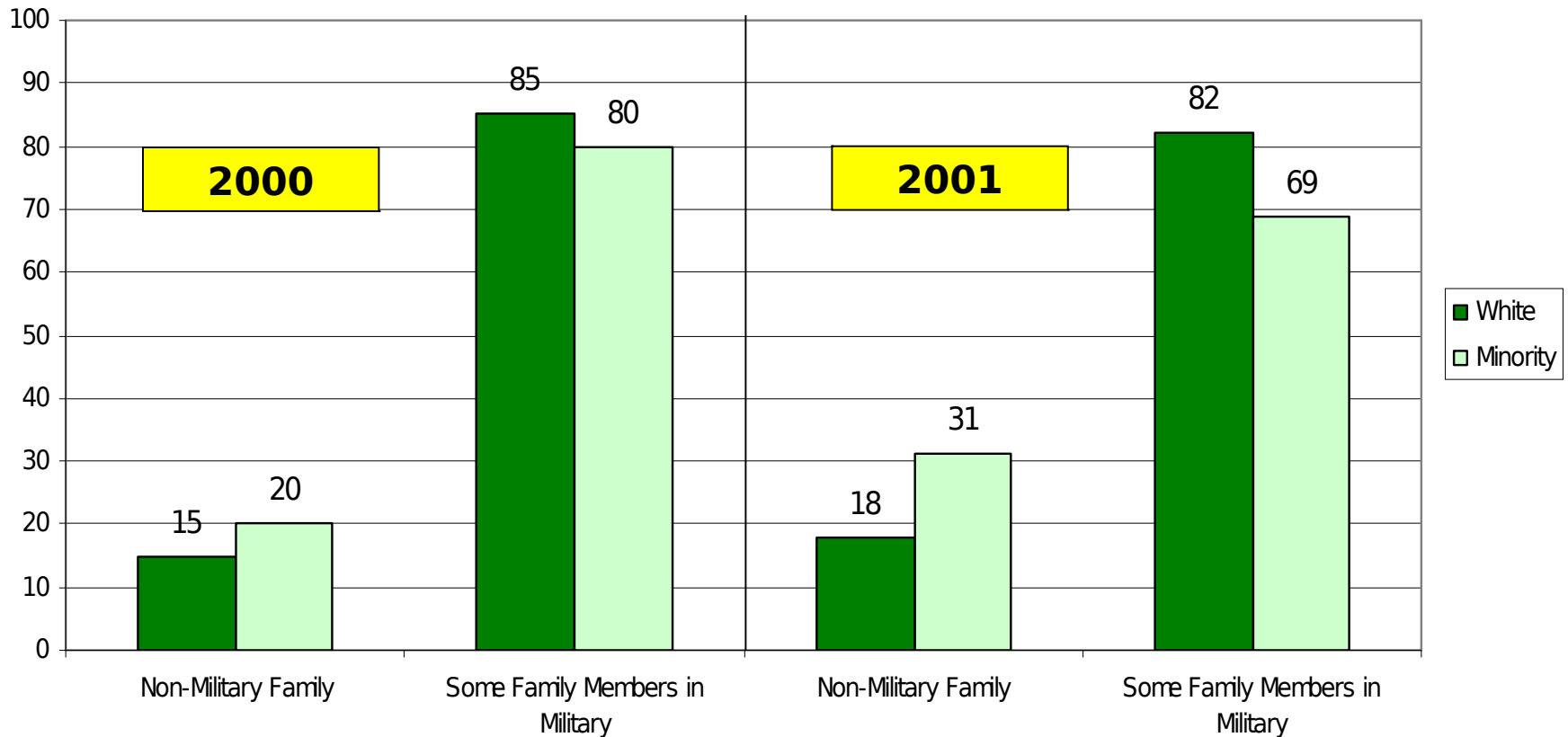


Most Started ROTC as Freshmen

School Year Cadet Started ROTC



Cadets with Any Military Family Members



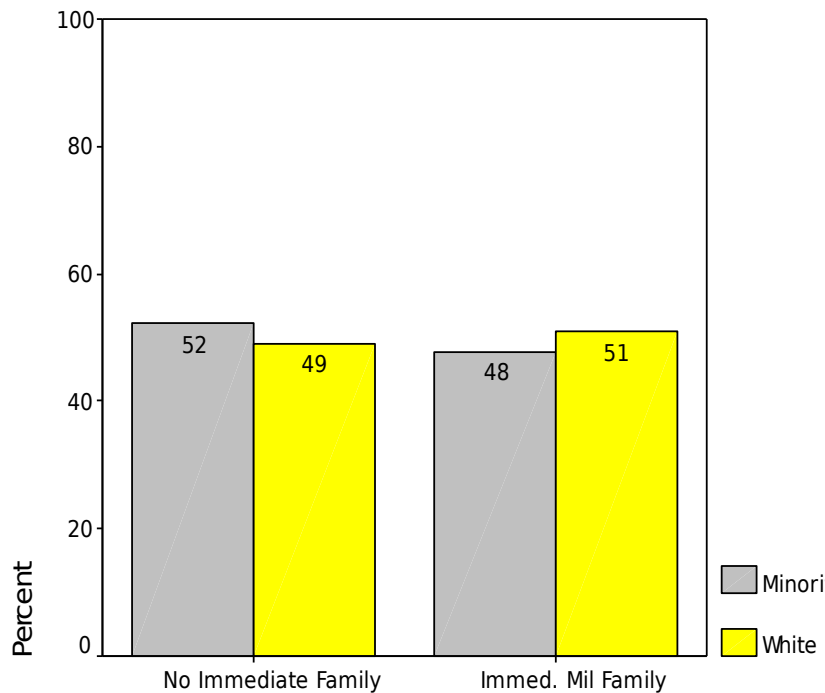
*Family Members include: Immediate Family, Grandparents, Aunt, Uncle or Cousin.

Family Military Background by Ethnicity

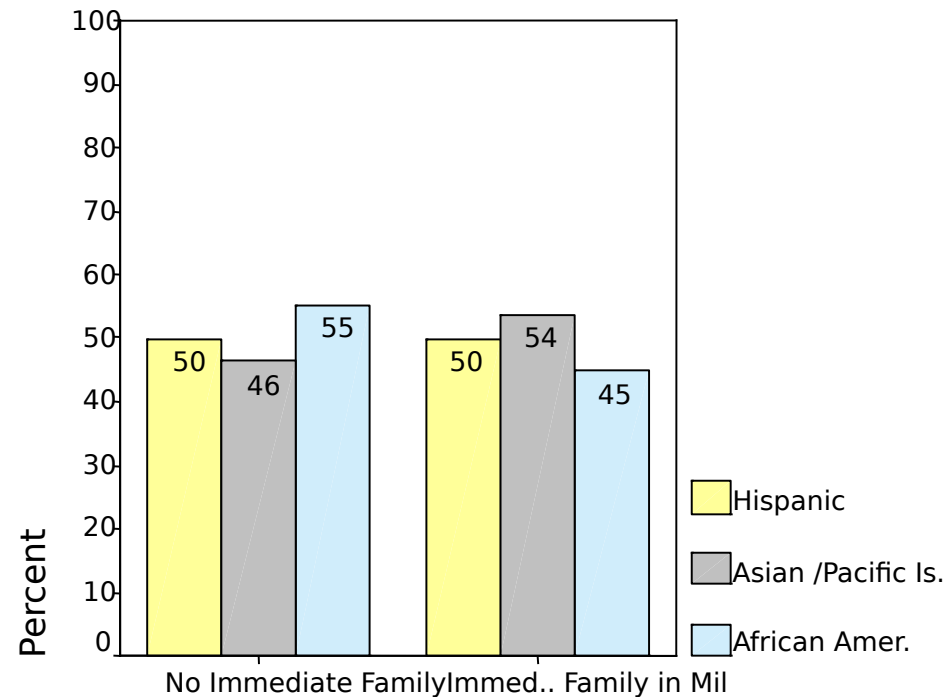
The number of MS2 Cadets with immediate family members is in decline.

Ethnic Cadets Immediate

Cadet Immediate Military Family

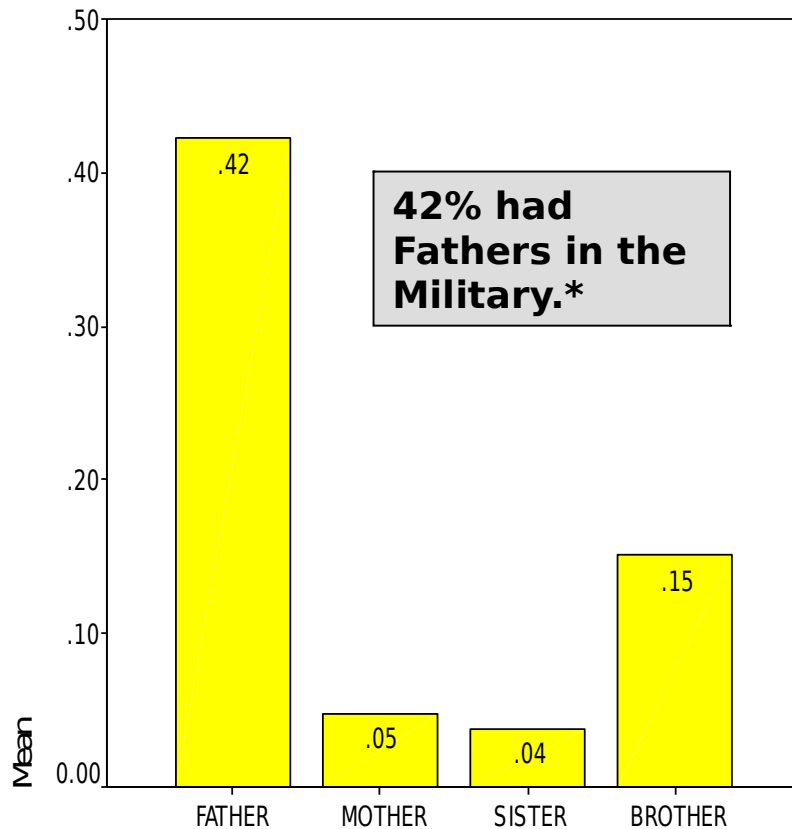


Family in Military



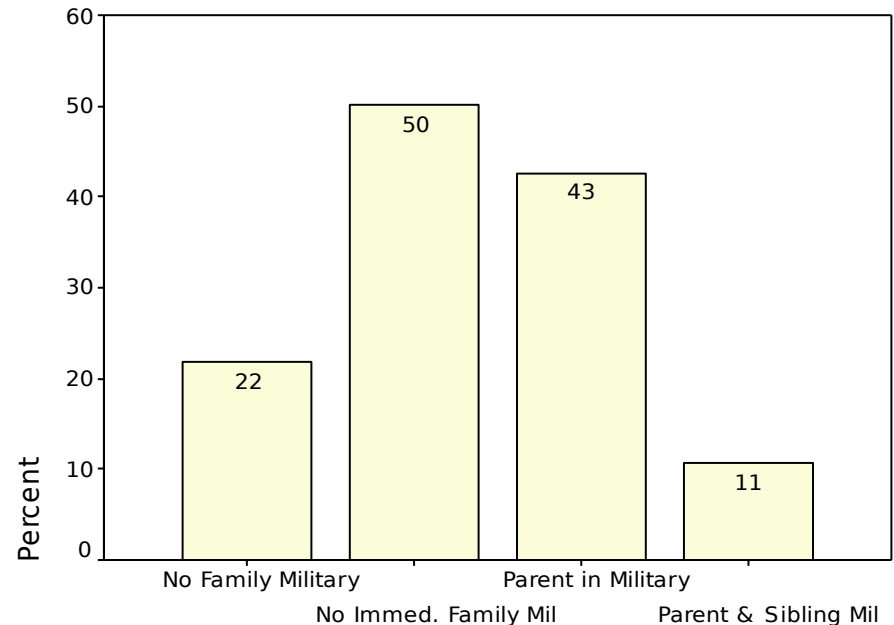
Military Family Influences

Immediate Family in Military



78% of all Cadets had at least one member of their extended family with military experience.

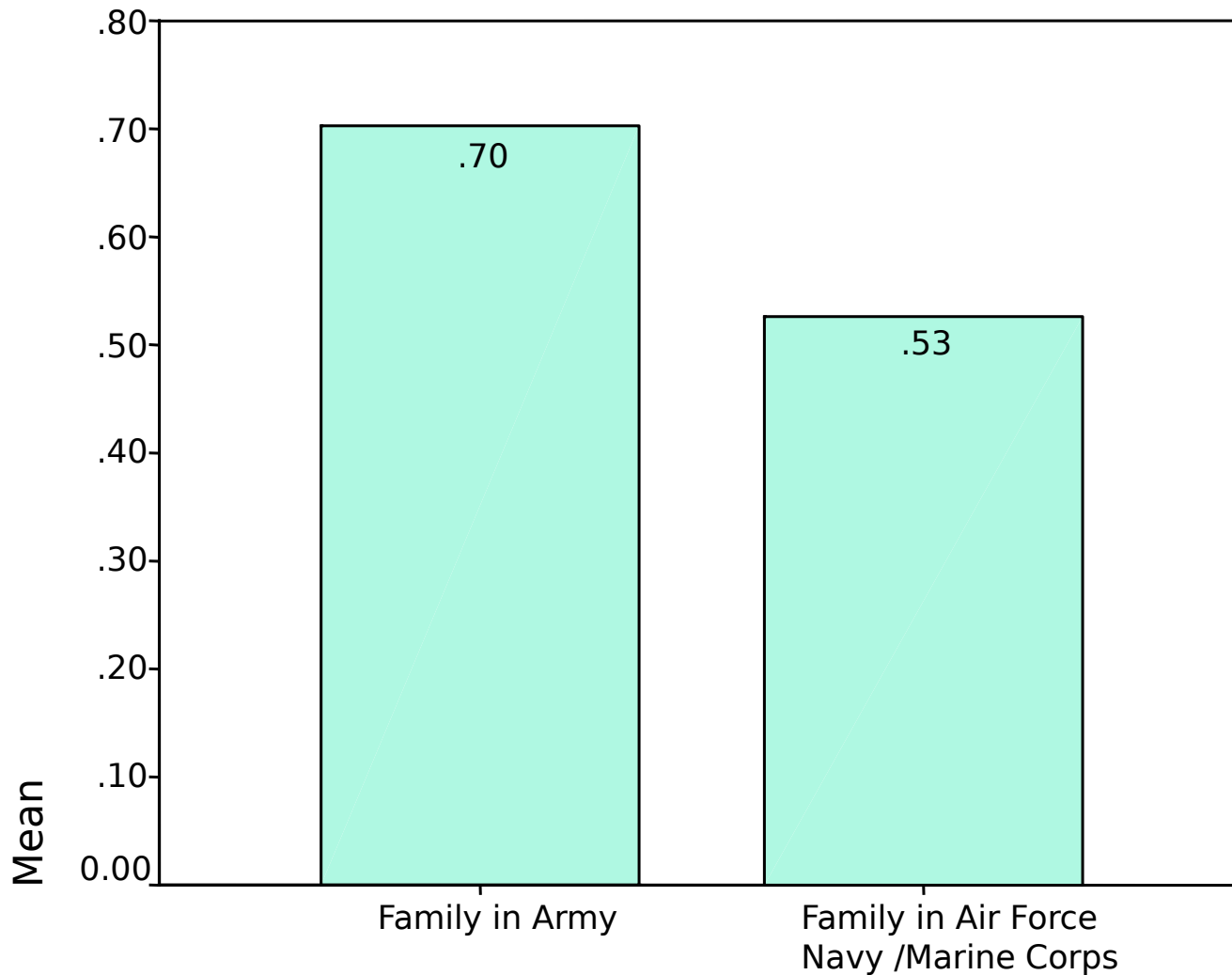
Family Military Experience



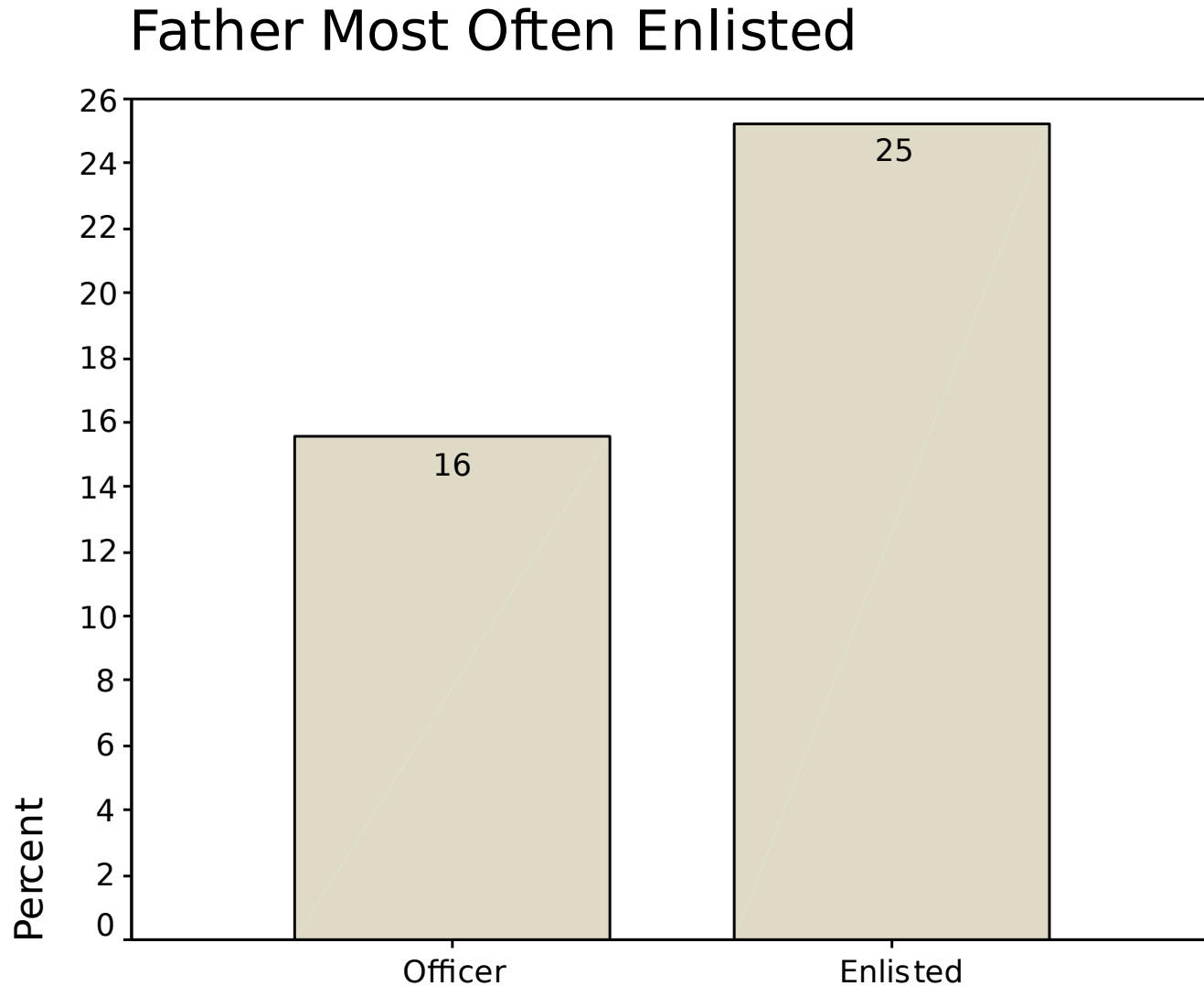
*49% had Father in Military in 2000.

MS2 Cadet Families Most Often Army

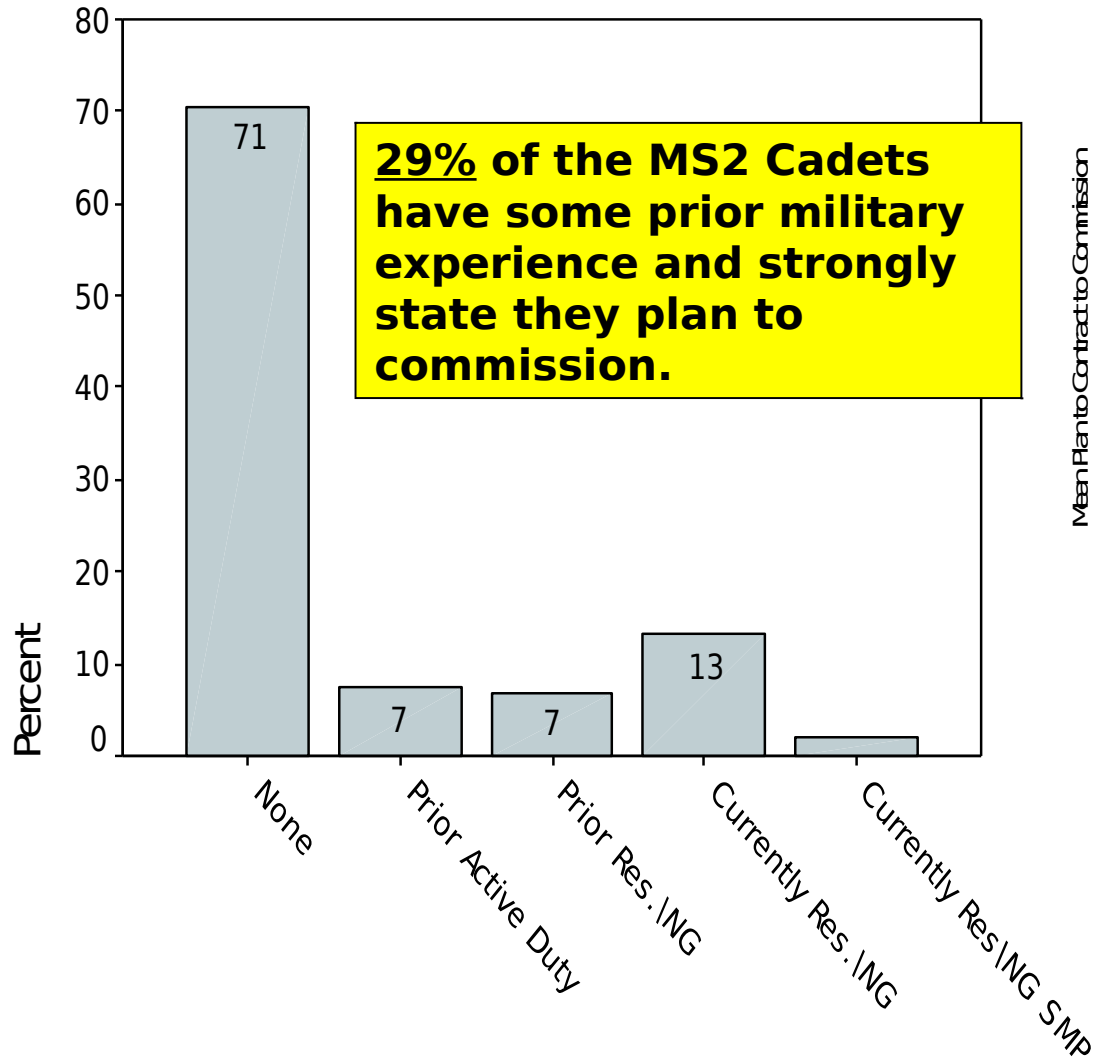
Family Service Affiliation



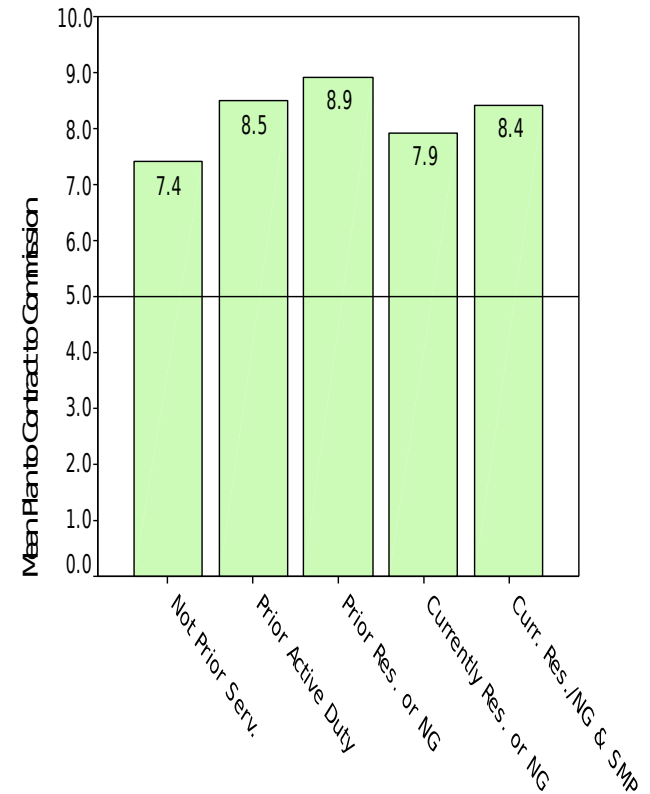
MS2 Cadet Fathers Most Often Enlisted



Cadets with Military Experience



Prior Military More Likely



Summary of Demographics:

✓ Ethnicity

- **The survey sample of mirrored the Cadet MS2 population demographics.**

✓ College Major Demographic Changes

- **Math, technical/computer, and engineering majors have decreased since 2000.**
- **Social science and criminology/law majors have increased.**

✓ When Started ROTC

- **7 out of 10 start ROTC as freshman**

✓ Relatives Served in Military

- **Cadets with relatives in the military have decreased**

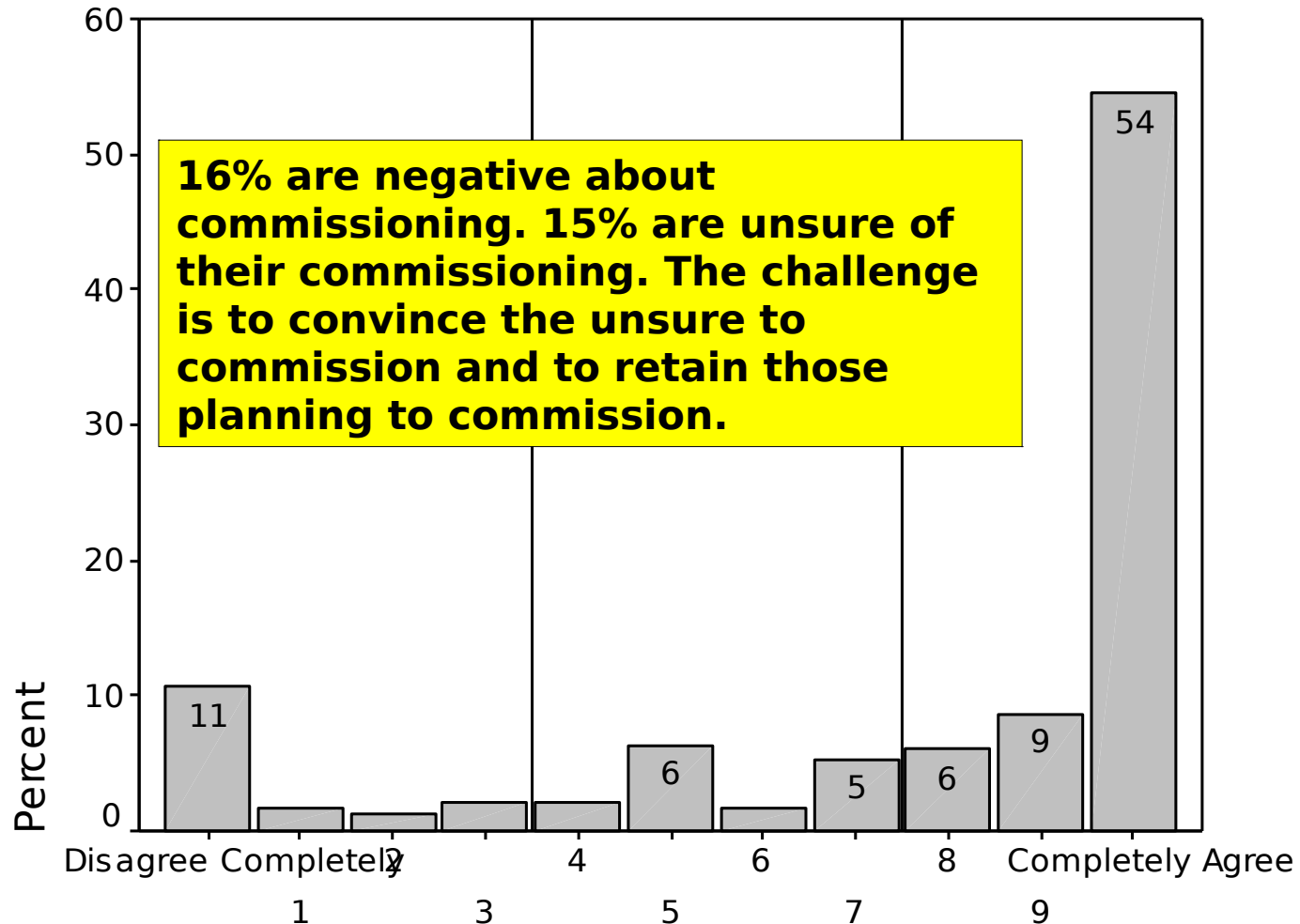
✓ Cadets with Military Experience

- **A third of the cadets have some prior reserve, active or SMP status.**

Plans for Commissioning (Retention):

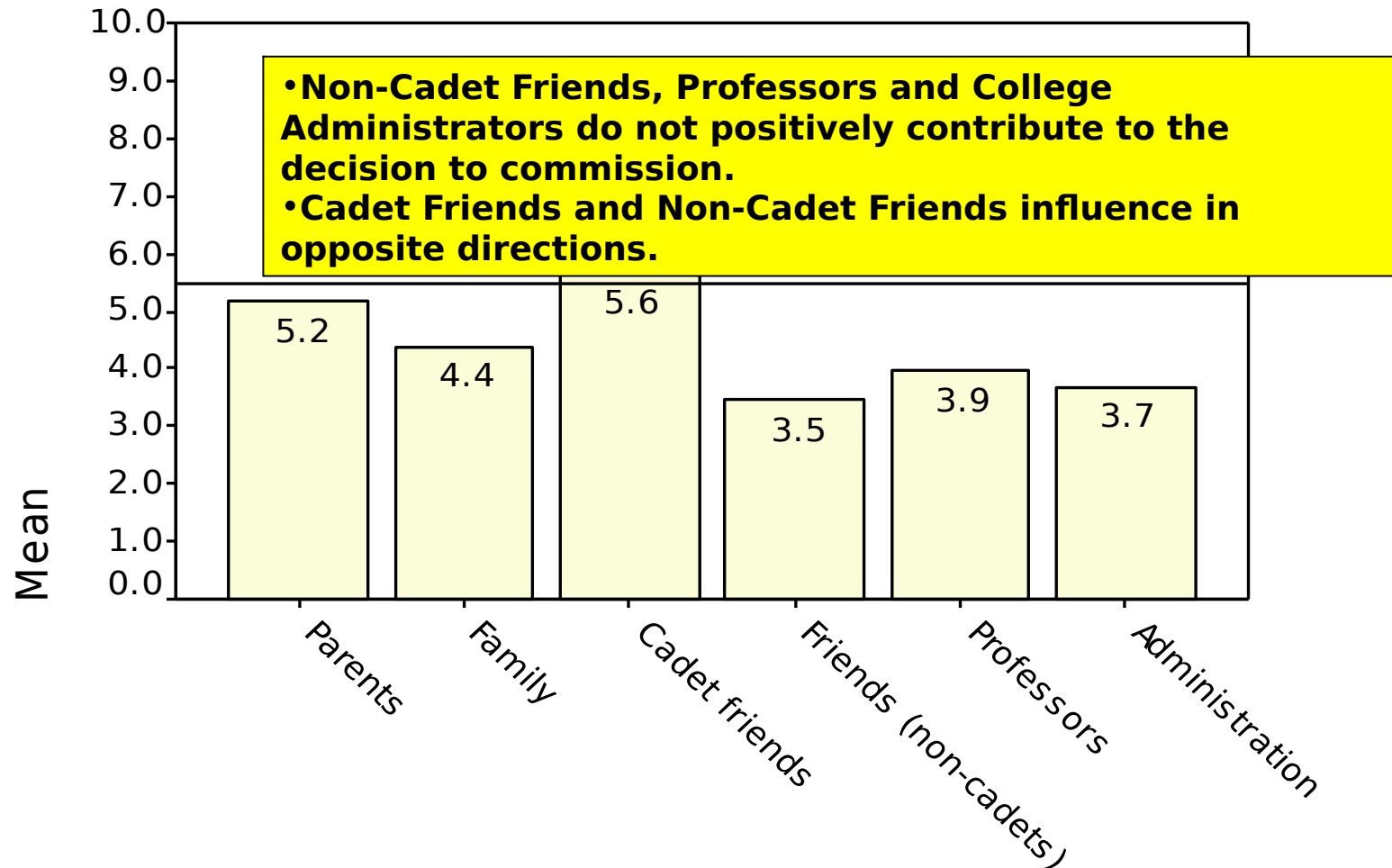
- ✓ **People Influencing the Decision to Commission**
- ✓ **Reasons for Contracting to Commission**
- ✓ **Reasons for Not Contracting to Commission**

Will Commission - 69% Say Yes



Influences to Contract

0-Completely Disagree 10-Completely Agree



Parents, Cadet Friends, and Family Are Positive Influences.*

Coefficients^a

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.887	.170		28.750	.000
	Parents	.259	.031	.275	8.287	.000
	Family	.128	.035	.131	3.634	.000
	Cadet Friends	.207	.032	.218	6.574	.000
	Friends (non-cadets)	.015	.036	.014	.420	.674
	Professors	-.001	.033	-.001	-.030	.976
	Administration	-.086	.034	-.087	-2.529	.012

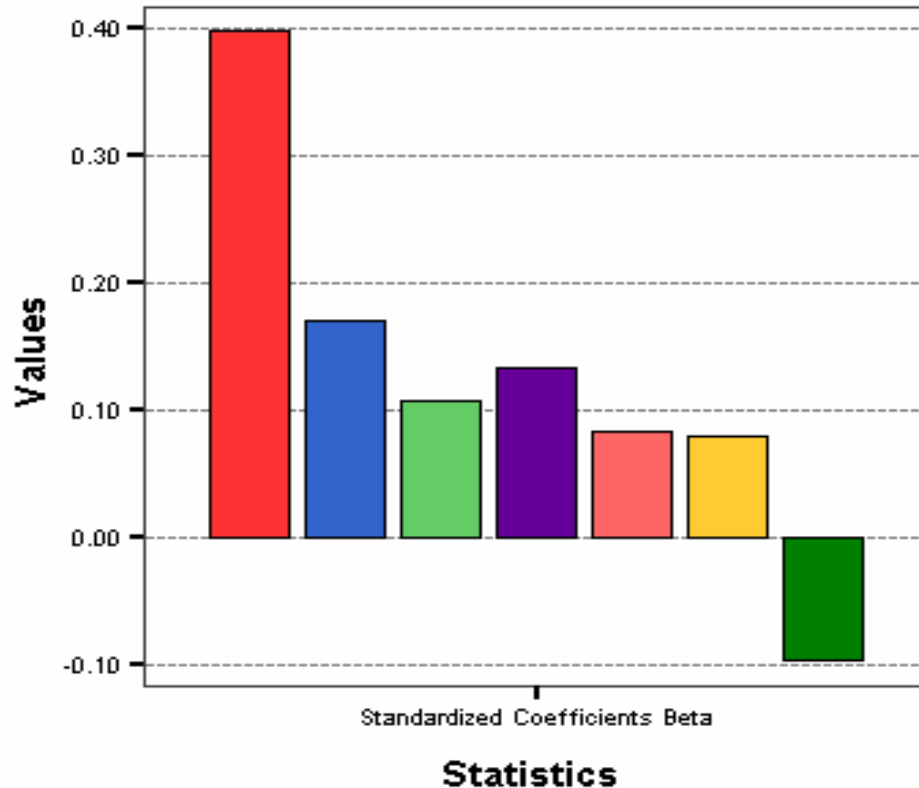
a. Dependent Variable: Plan to Contract to Commission

***When analyzed with the Cadets plans to contract to commission.**

Contracting is most influenced by cadet perceptions of opport

Coefficients

Model : 1



Variables

- Career Opportunities
- Parent influenced to Contract
- Family influence to contract
- ROTC Scholarship
- Stipend
- Cadre
- Working

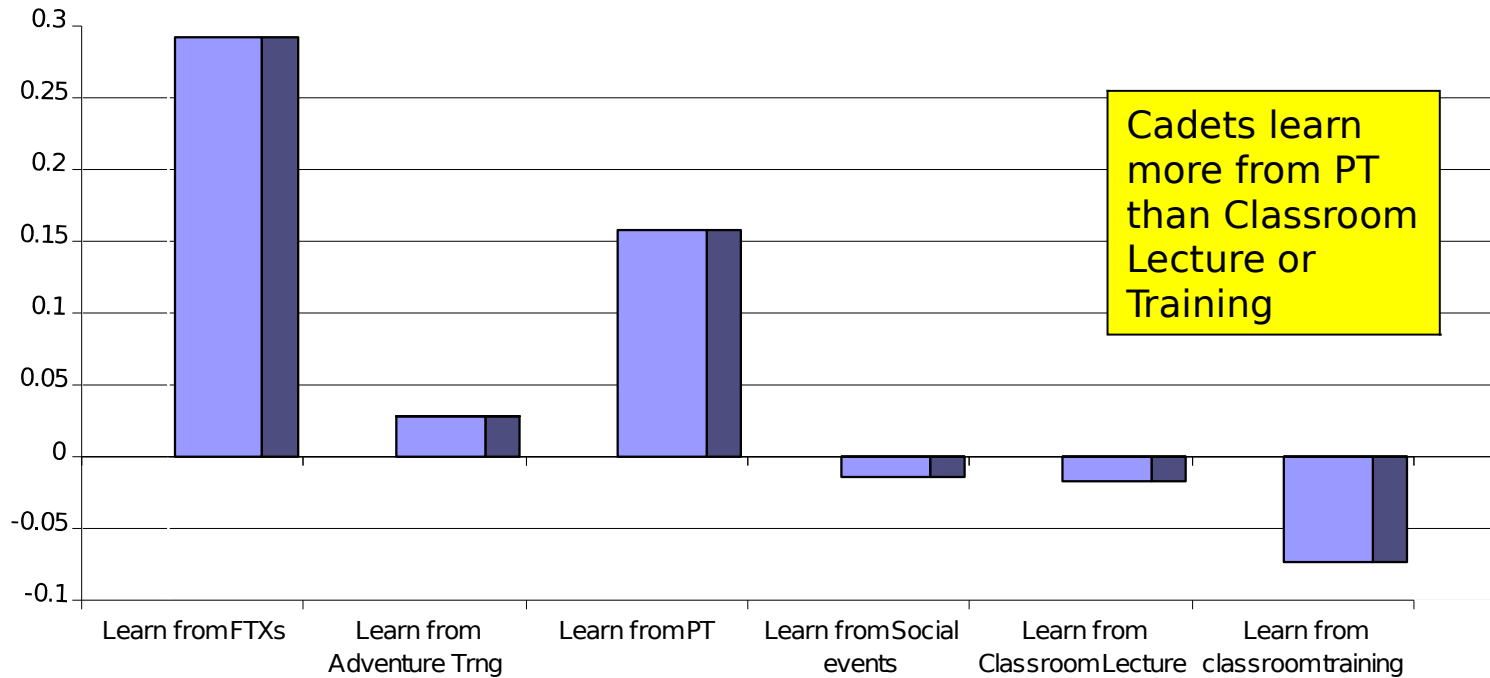
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.251	.382		-3.277	.001
	Career Opportunities	.644	.040	.397	16.249	.000
	Parent influenced to Contract	.161	.027	.170	5.944	.000
	Family influence to contract	.103	.027	.106	3.780	.000
	ROTC Scholarship	.198	.038	.133	5.260	.000
	Stipend	.132	.041	.083	3.237	.001
	Cadre	.121	.037	.079	3.277	.001
	Working	-.174	.040	-.096	-4.364	.000

a. Dependent Variable: Plan to Contract to Commission

Cadets Learn from FTXs and PT

Standardized Coeff. Beta



Coefficients

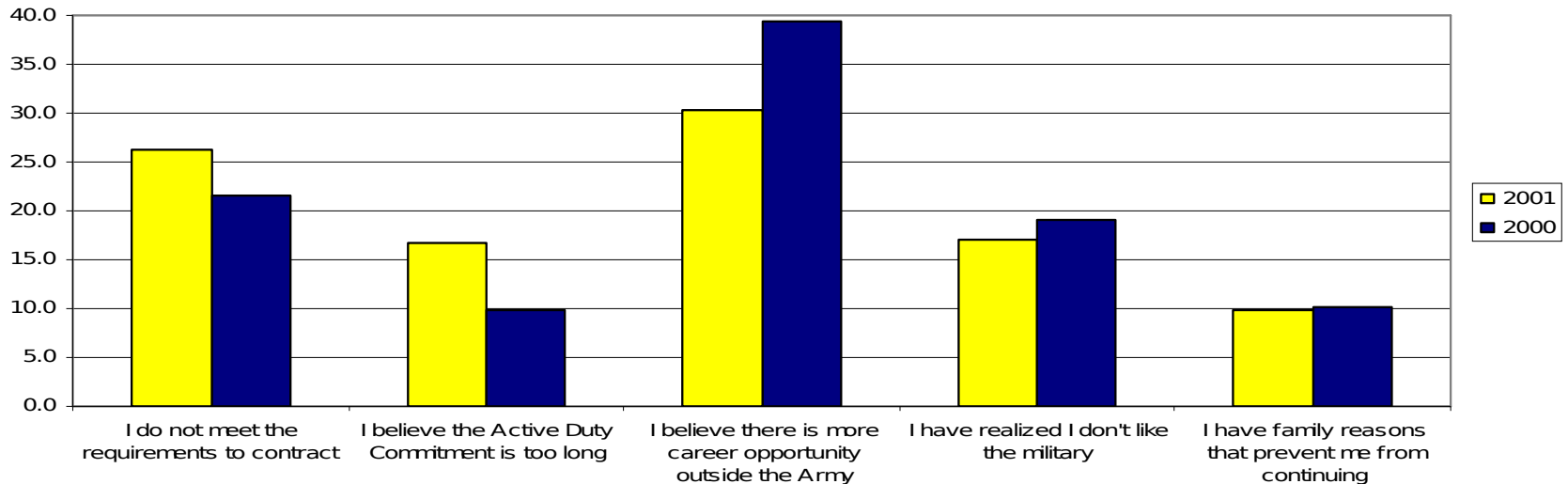
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.336	.327		13.240	.000
	Learn from FTXs	.400	.050	.291	7.936	.000
	Learn from Adventure Trng	.038	.052	.029	.735	.462
	Learn from PT	.170	.035	.157	4.805	.000
	Learn from Social events	-.016	.037	-.014	-.434	.664
	Learn from Classroom Lecture	-.024	.048	-.017	-.504	.614
	Learn from Classroom Training	-.096	.046	-.072	-2.086	.037

a. Dependent Variable: Plan to Contract to Commission

Why Cadets are Not Contracting Self-reported

- The belief that there is “More Opportunity Outside the Army” is cited the most for not contracting.
- “Did Not Meet Requirements” is the second-most reason.
- Service Commitment is relatively weak in dissuading cadets from contracting.

Why Cadets Are Not Contracting



Reasons For Not Contracting

	Frequency	Percent	Valid Percent
<i>I do not meet the requirements to contract</i>	77	26.2	26.2
<i>I believe the Active Duty Commitment is too long</i>	49	16.7	16.7
<i>I believe there is more career opportunity outside the Army</i>	89	30.3	30.3
<i>I have realized I don't like the military</i>	50	17.0	17.0
<i>I have family reasons that prevent me from continuing</i>	29	9.9	9.9
Total	294	100.0	100.0

Summary of MS2 Retention:

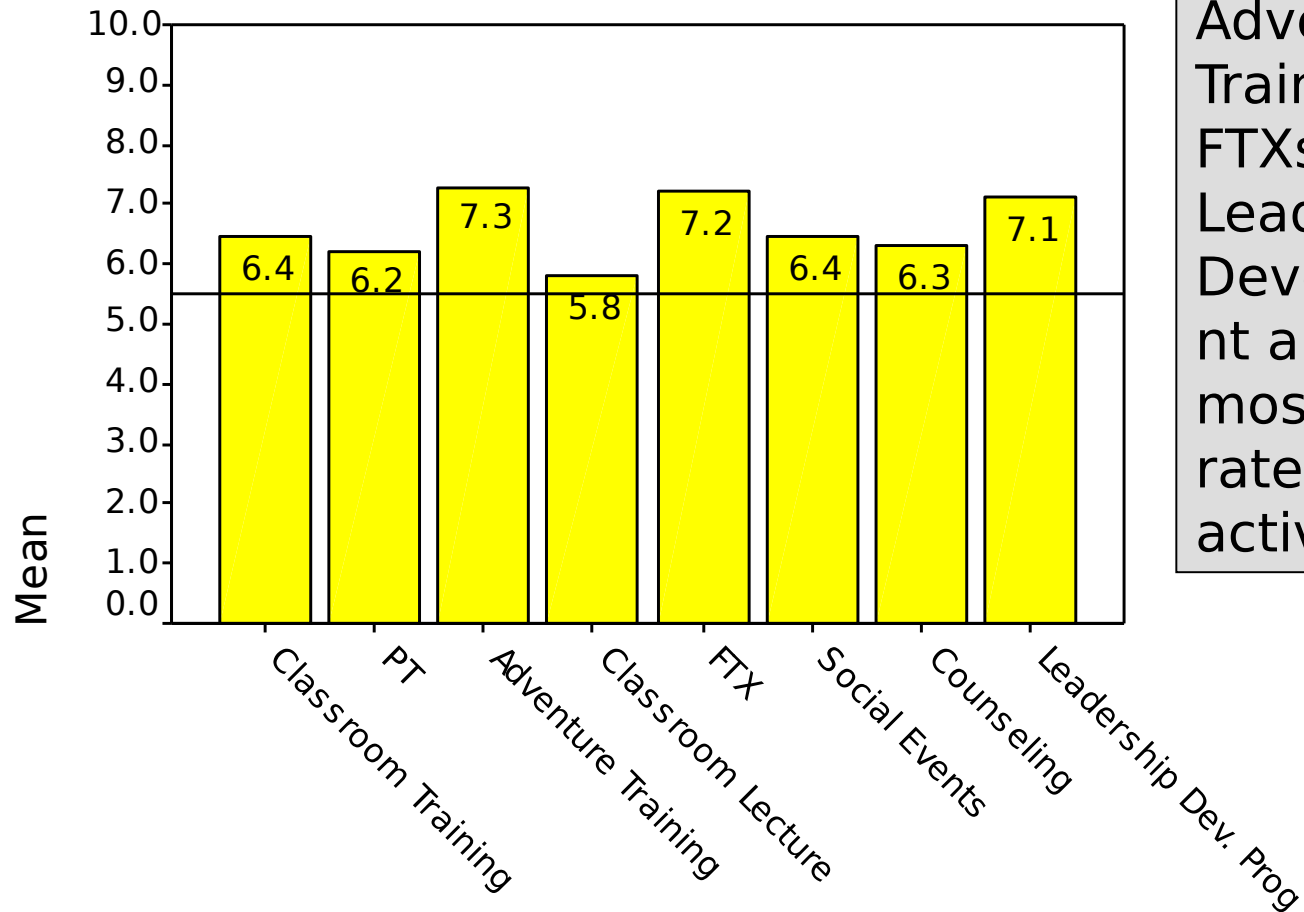
- ✓ **Who influences the contracting decision:**
 - **Parents, cadet friends and other family members positively influence the contracting decision.**
 - **College administrators have a mildly negative influence.**
 - **Cadre have a small positive influence.**
- ✓ **Why cadets contract:**
 - **Career opportunities in and out of the Army drive the train, especially for prior or current military.**
 - **Family has a stronger influence on non-prior service cadets.**
- ✓ **Why cadets do not contract:**
 - **A third of the MS2 cadets have the perception that career opportunities outside the Army are better for them.**
 - **Over 25% of those who are not contracting self reported that they do not meet requirements.**

General Impressions of ROTC:

- ✓ **ROTC activities rated.**
- ✓ **Classroom equipment, classroom space, cadre, library materials, and training materials.**
- ✓ **Cadet's evaluation of the overall course.**
- ✓ **Cadets' evaluation of cadre.**

ROTC Activities Rated

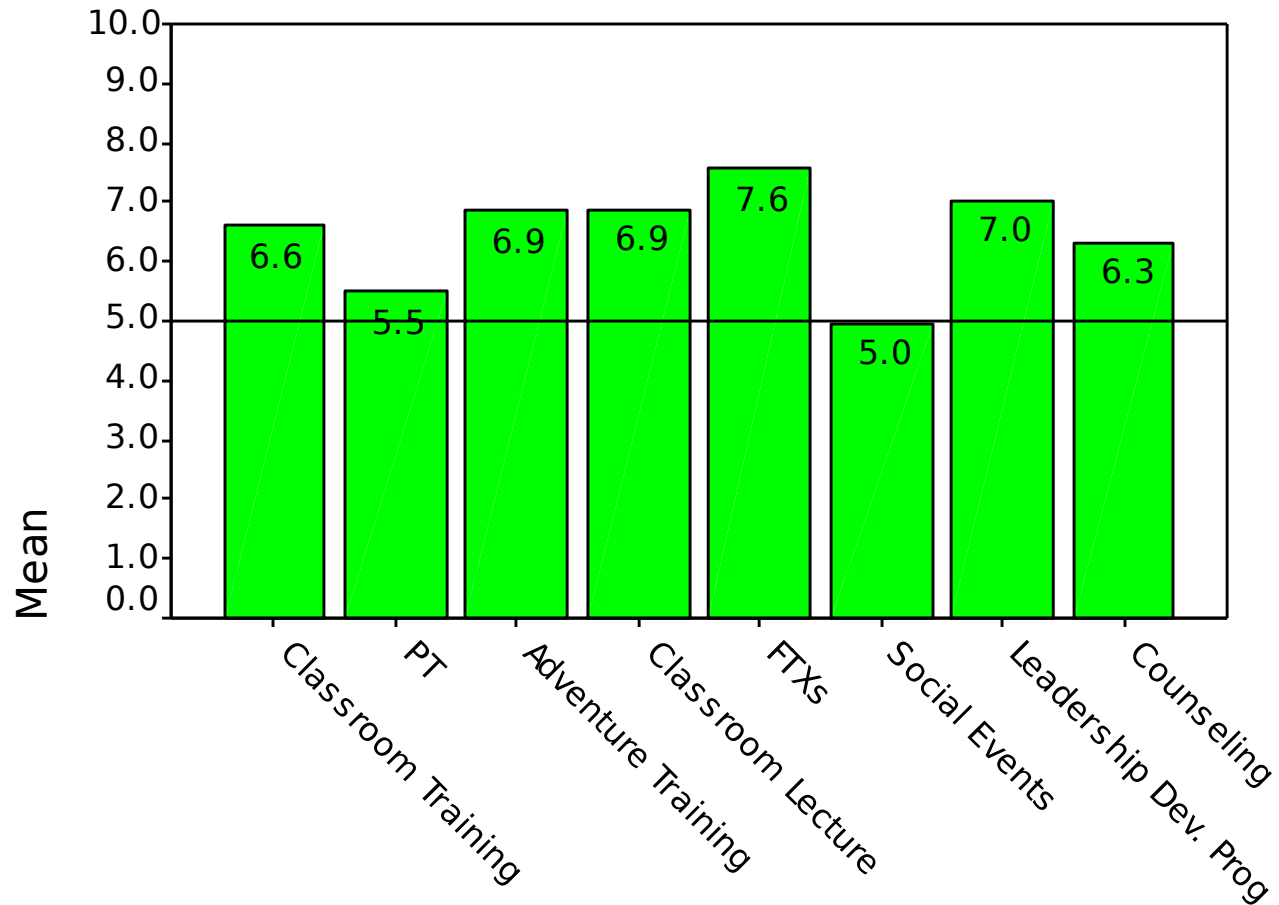
0-Dislike Completely 10-Like Completely



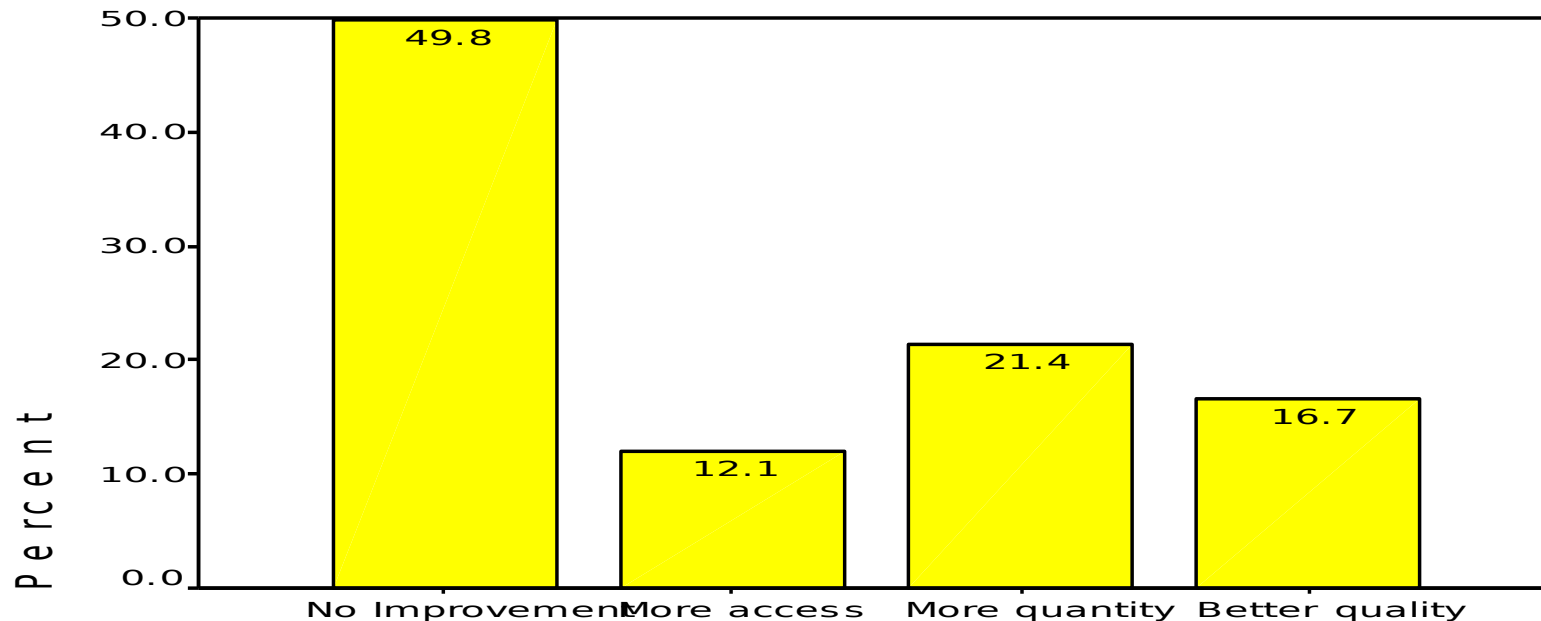
Adventure Training, FTXs and Leadership Development are the most highly rated activities.

How Much They Learn From...

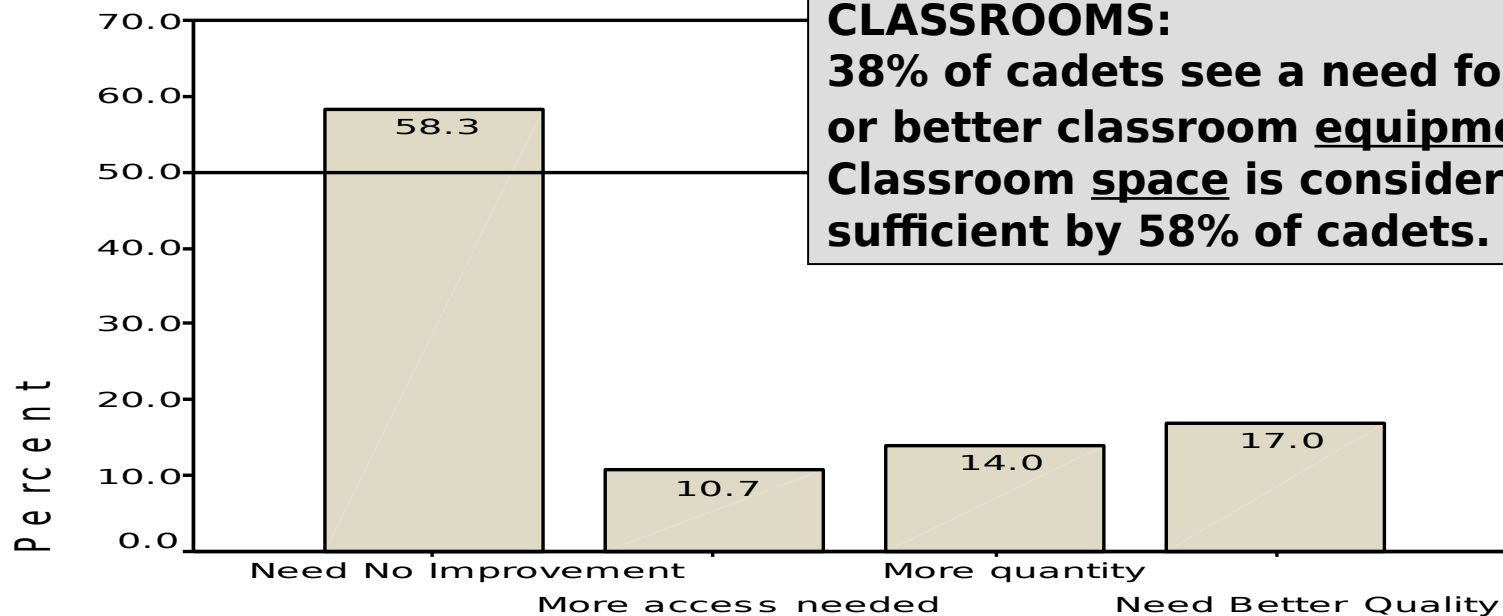
0=Almost Nothing 10=A Great Deal



ROTC Classroom Equipment



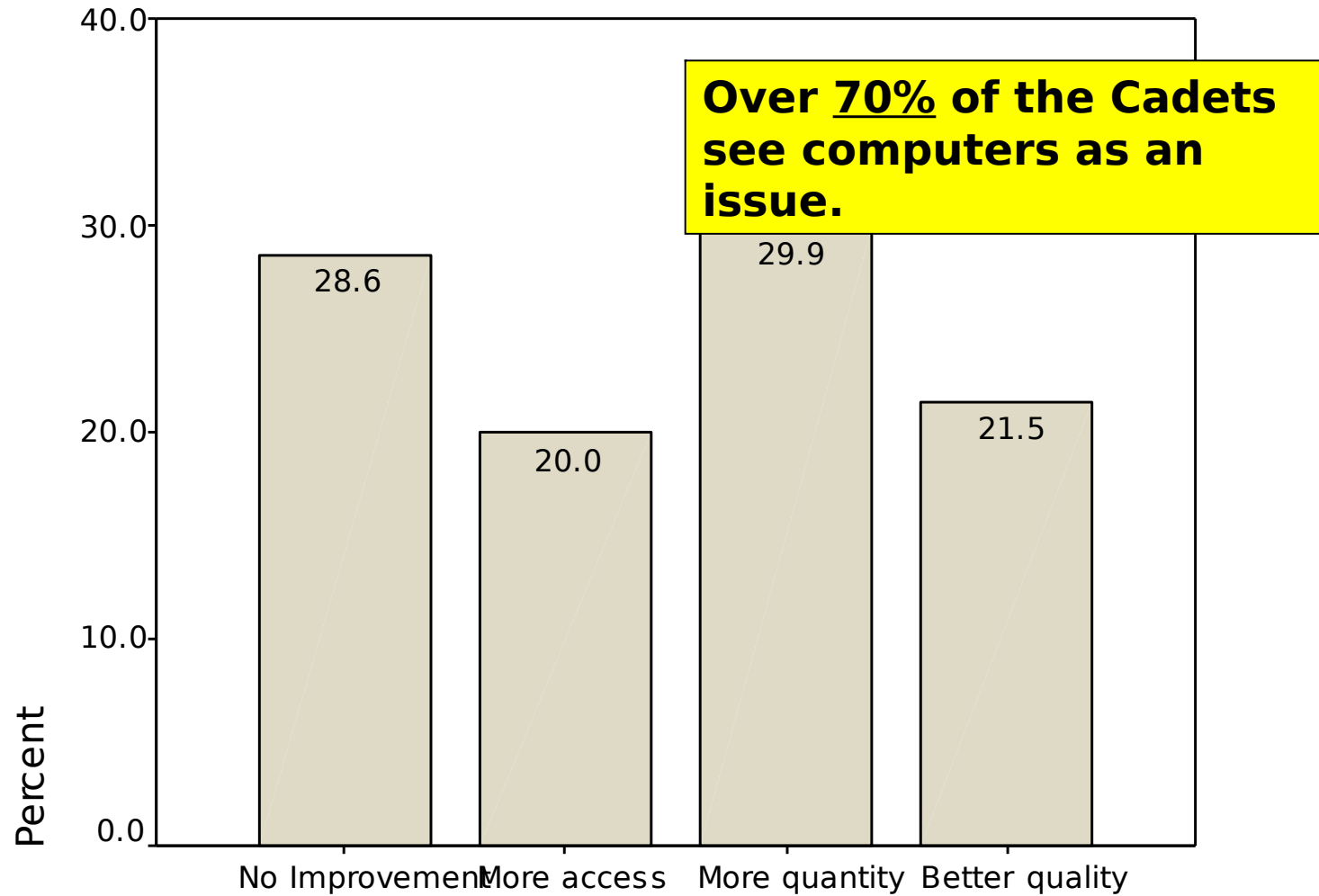
ROTC Classroom Improvements



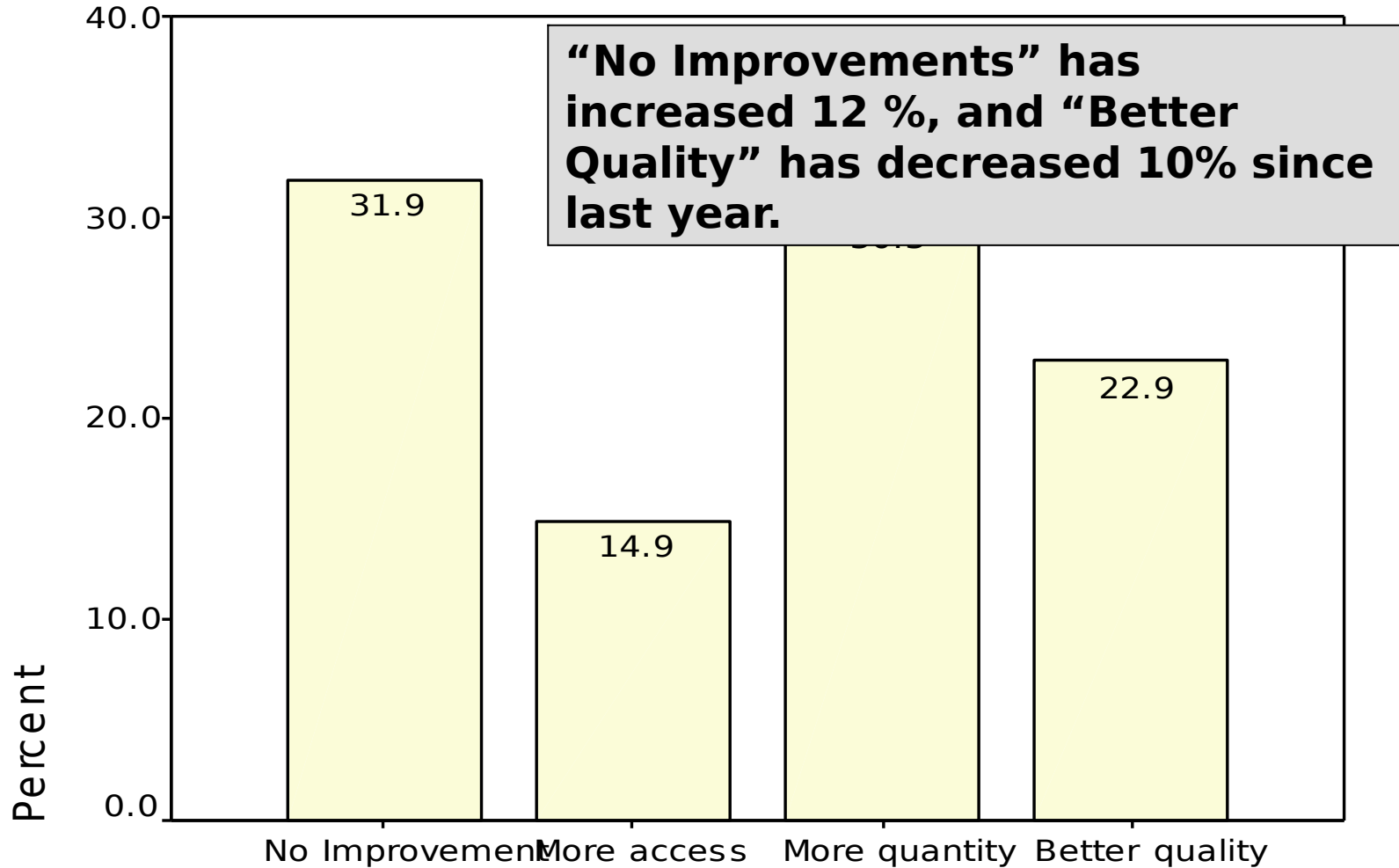
CLASSROOMS:

38% of cadets see a need for more or better classroom equipment. Classroom space is considered sufficient by 58% of cadets.

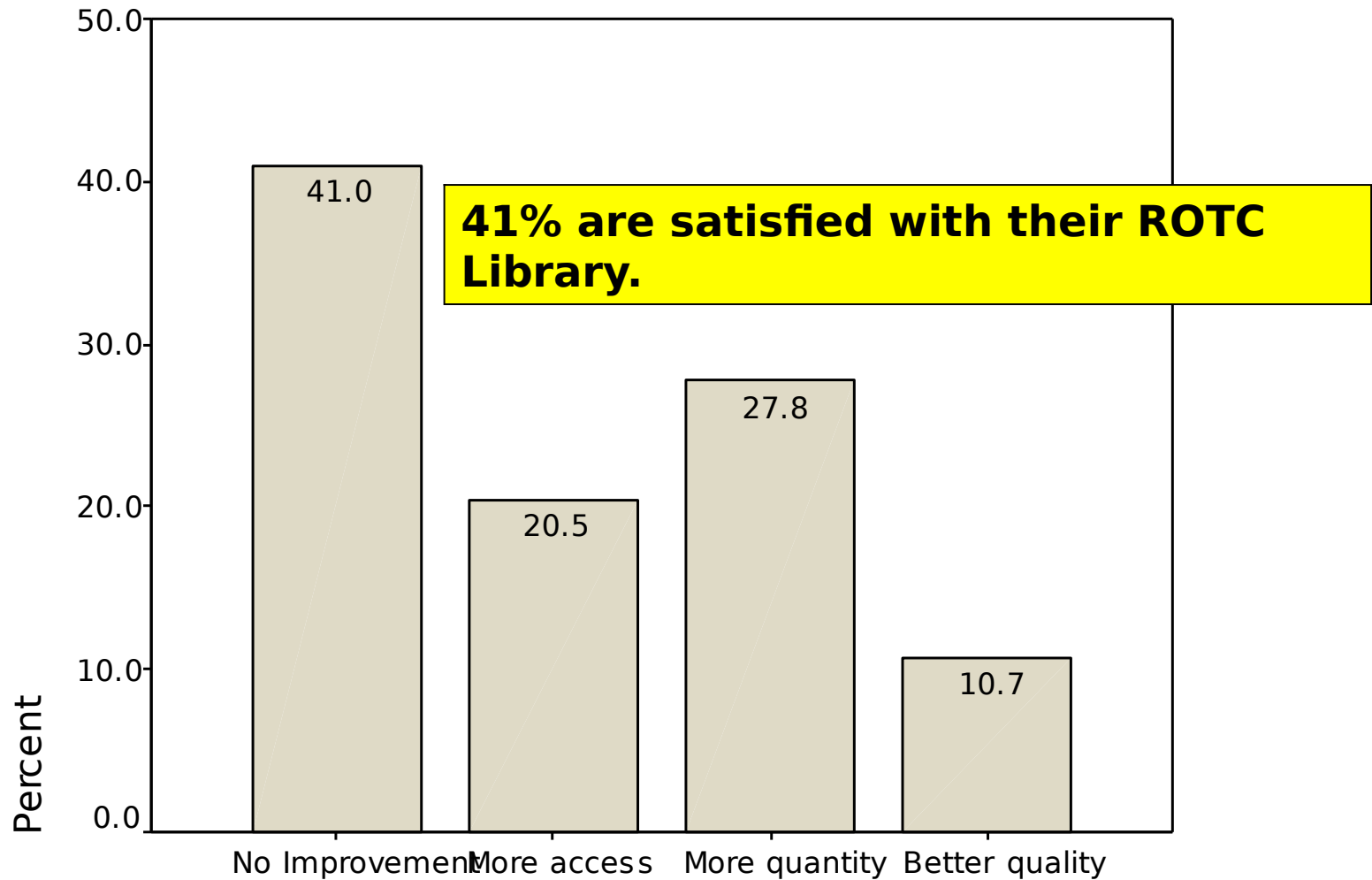
ROTC Computer Improvements



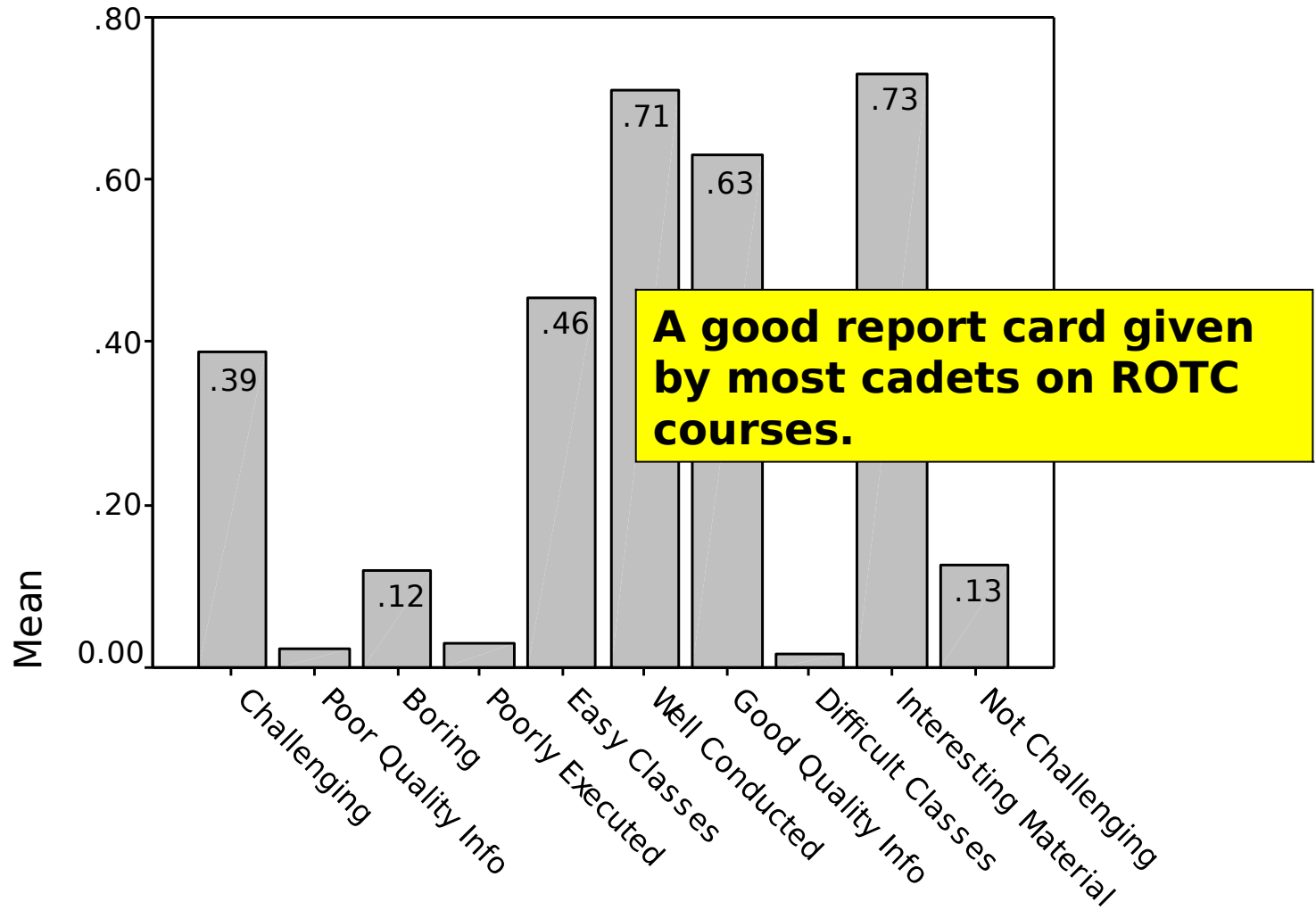
ROTC Training Equipment



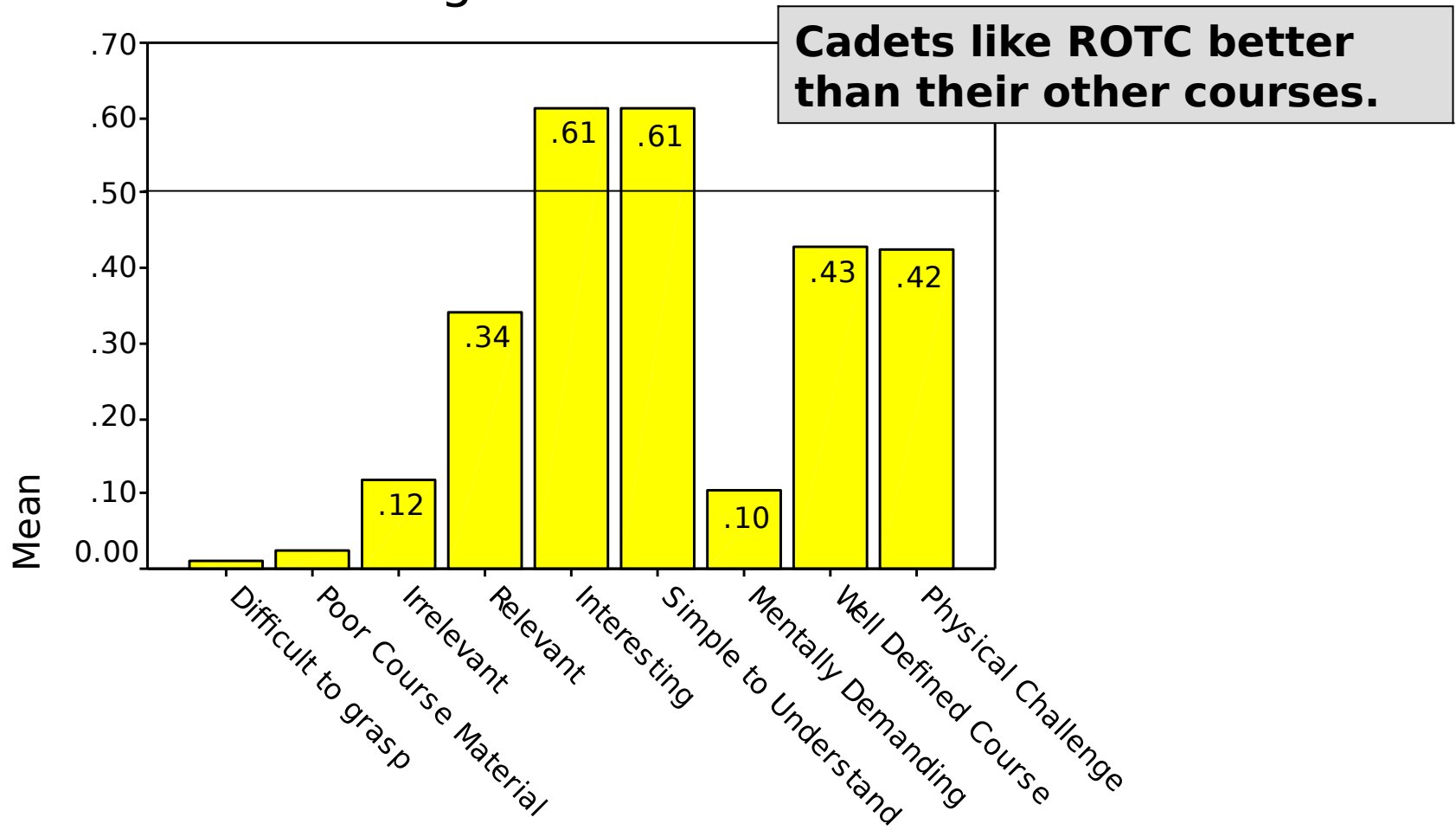
ROTC Library Materials



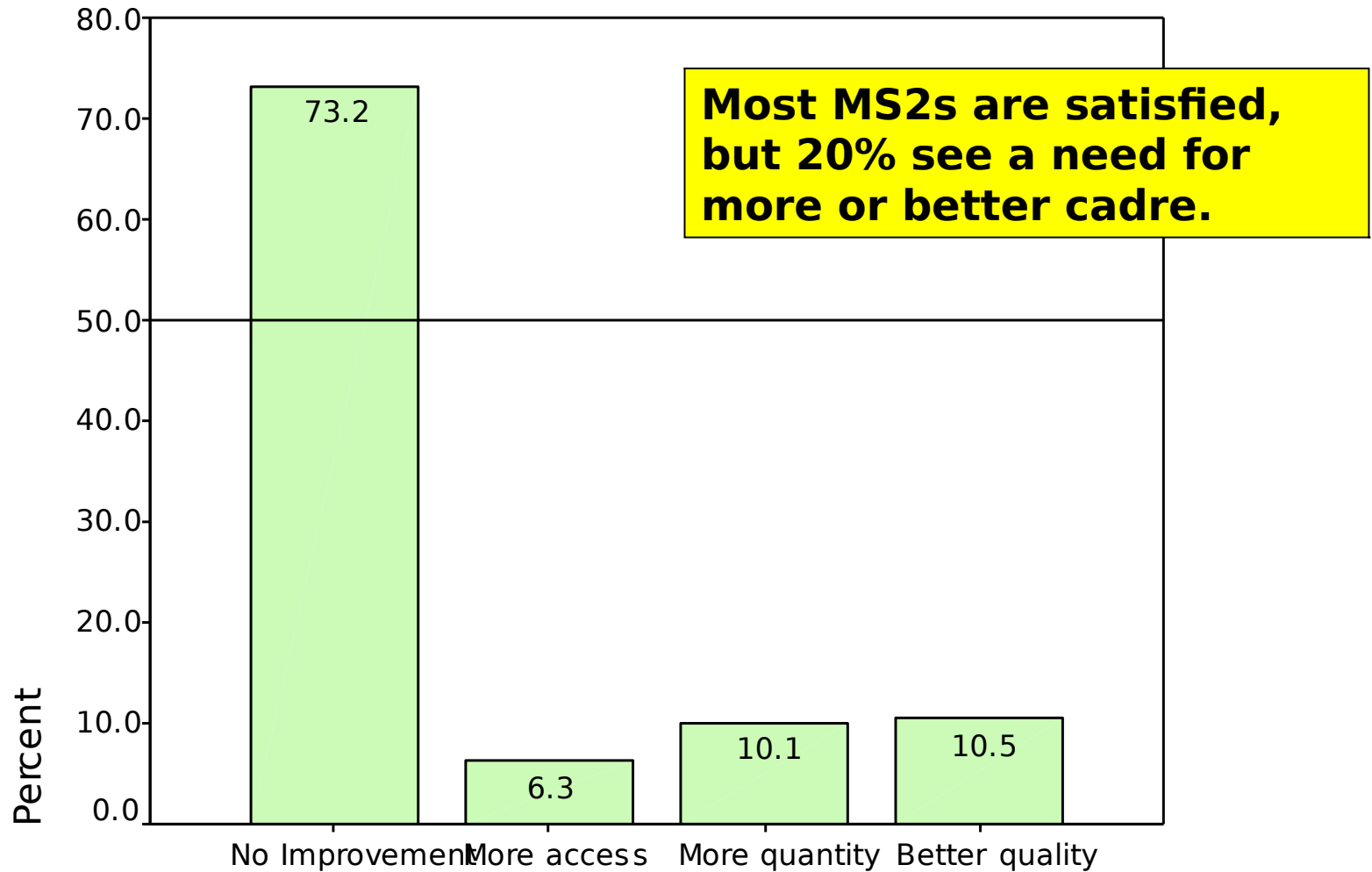
ROTC Courses Are...



ROTC Coursework Compared to Other College Courses

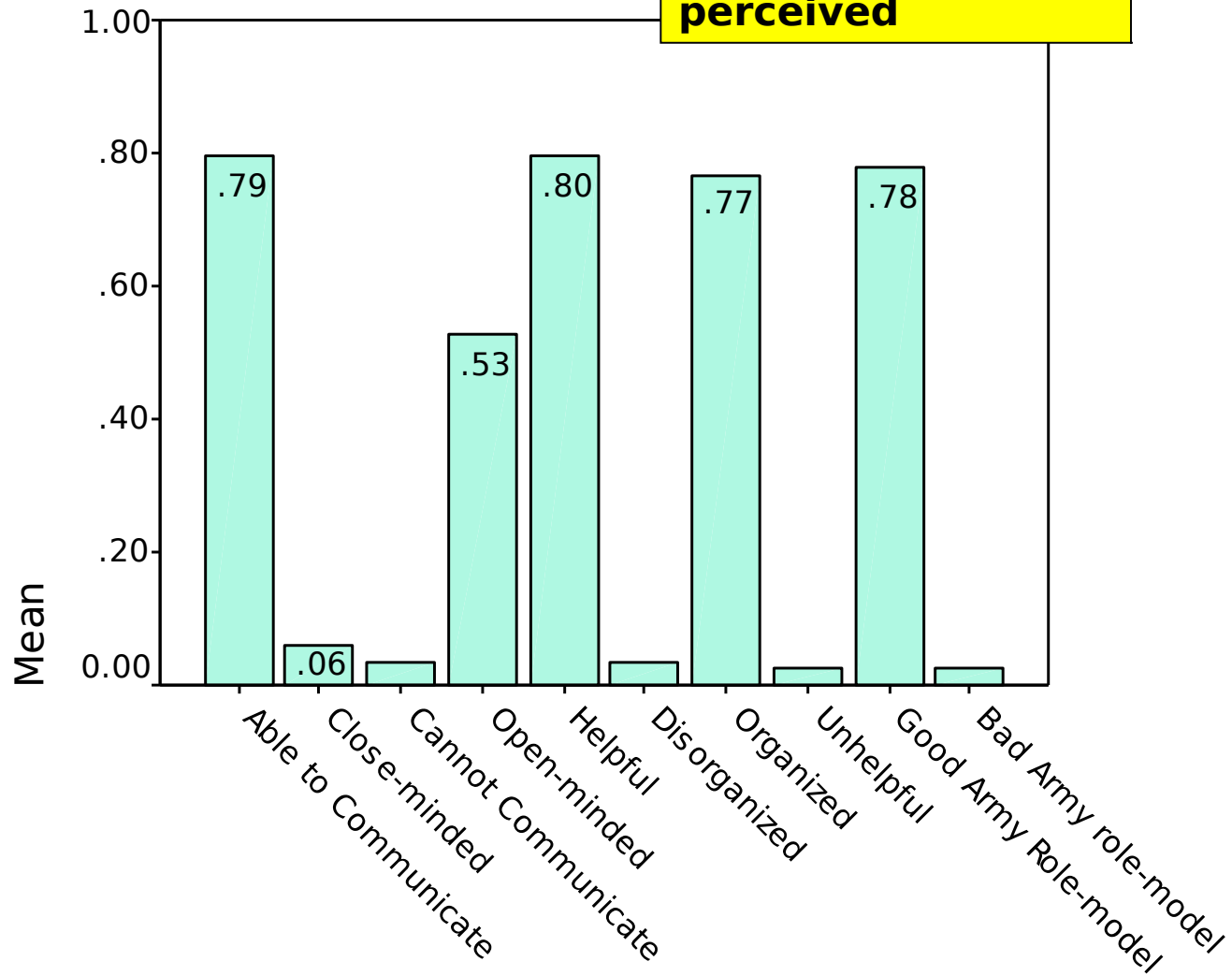


Cadre Improvements



ROTC Cadre are...

**Positively
perceived**



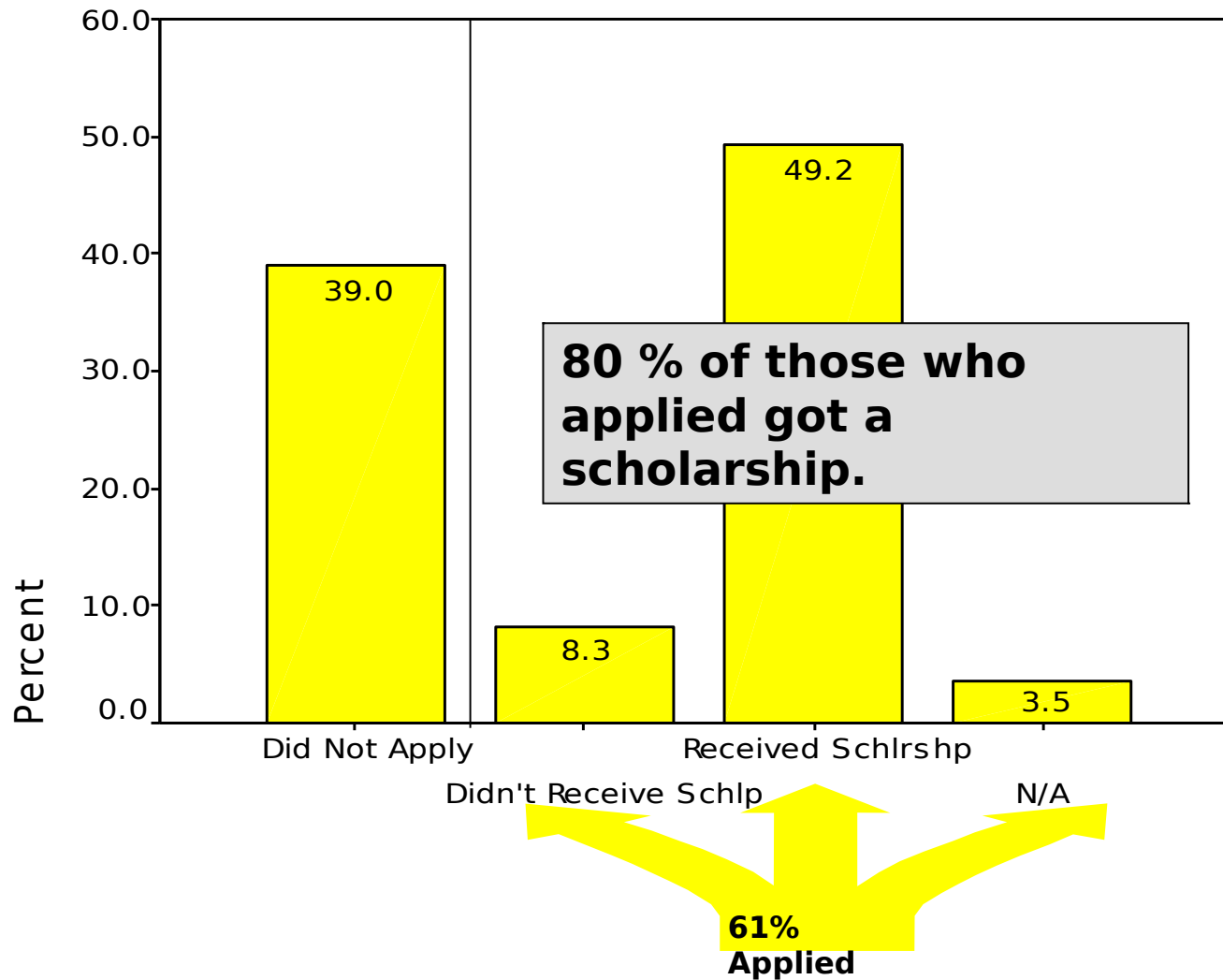
Summary of MS2 Impressions of Army ROTC:

- ✓ **ROTC activities rated.**
 - **Cadets prefer the physical courses of instruction**
 - **Cadets learn the most from FTXs and highly rate FTXs.**
 - **The cadets lowest rated activity is lecture.**
- ✓ **Classroom space, classroom equipment, and cadre are adequate.**
- ✓ **Cadets see a need for improvement of training materials and computers.**
- ✓ **The ROTC course of instruction are liked by from cadets; however cadets do not feel they learn as much in these learning environment methods.**
- ✓ **Perception of cadre is very positive.**

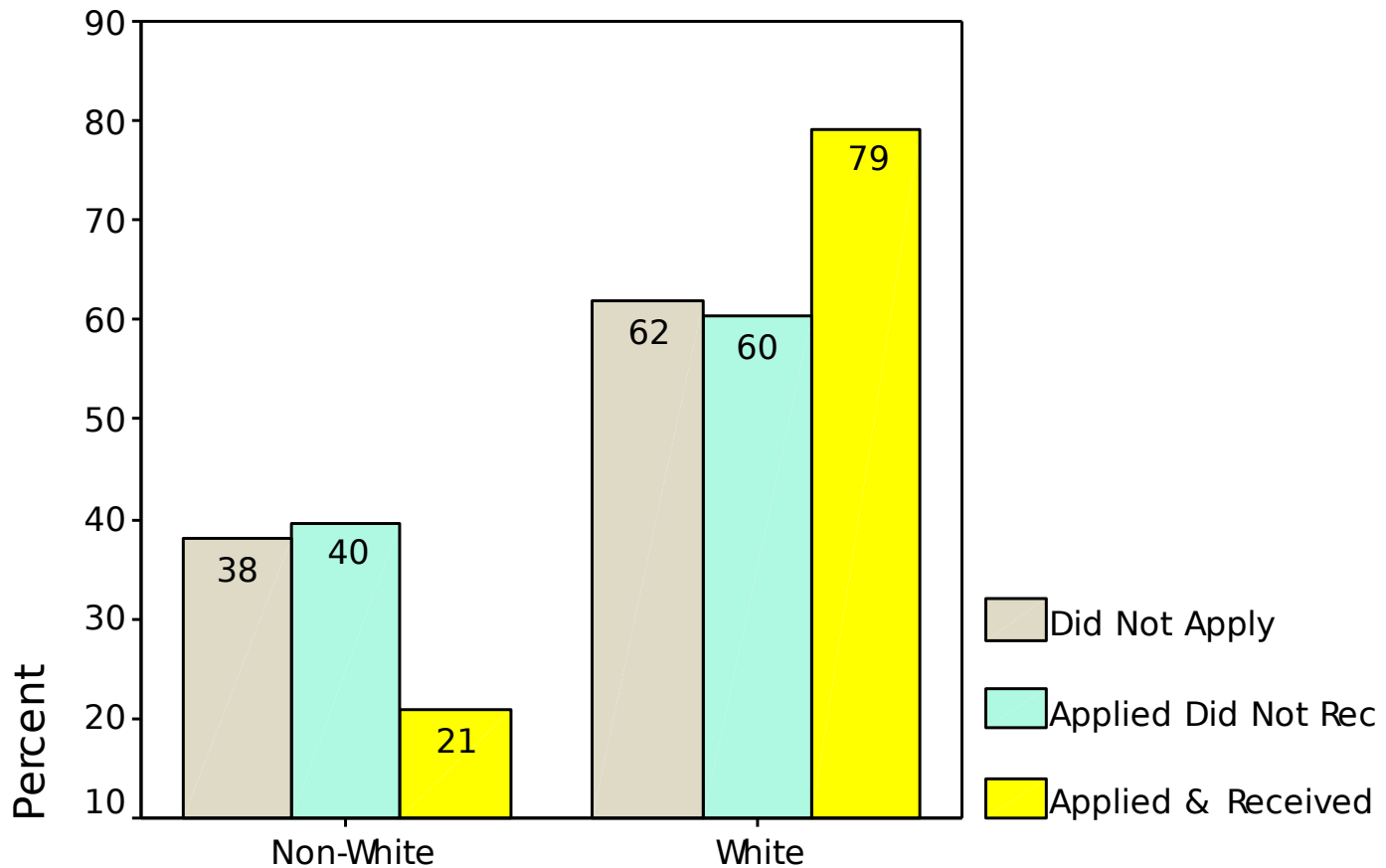
Scholarships and Financing:

- ✓ **ROTC Scholarships**
- ✓ **Cadet Finances**
 - **Financing College**
 - **Cadets Working**

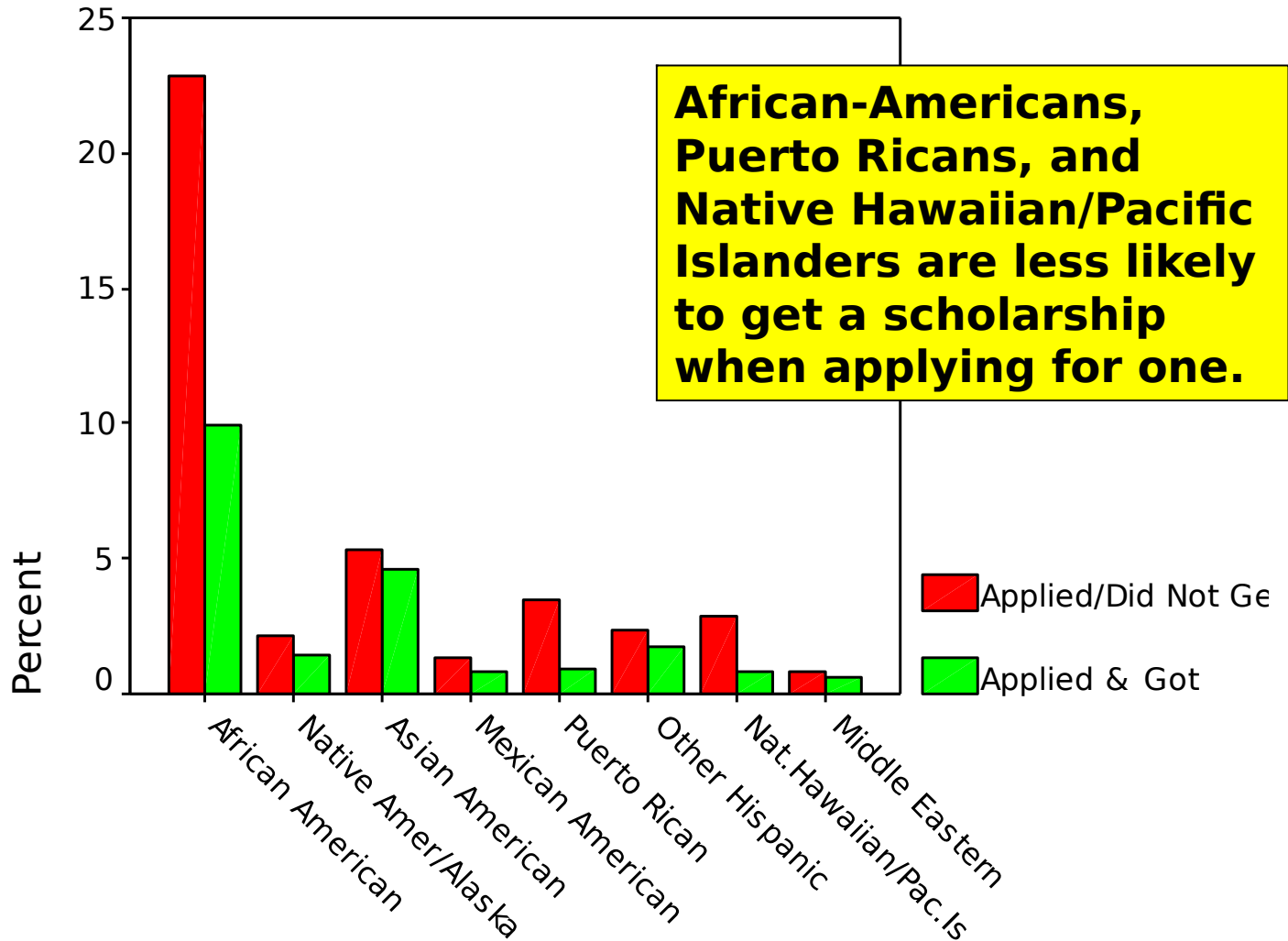
Applied for Scholarship



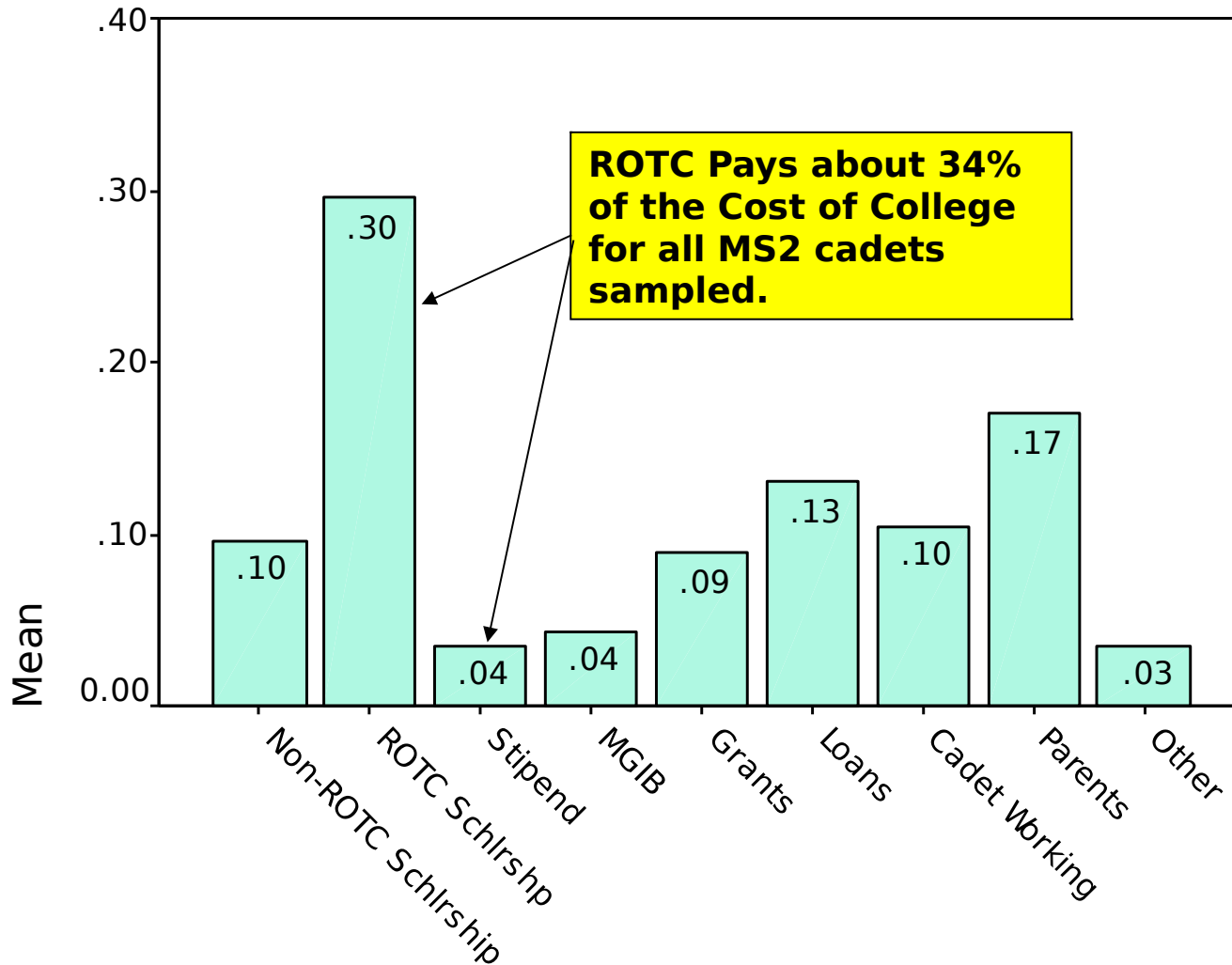
ROTC Scholarships Acquisition Rate Higher Amongst Whites



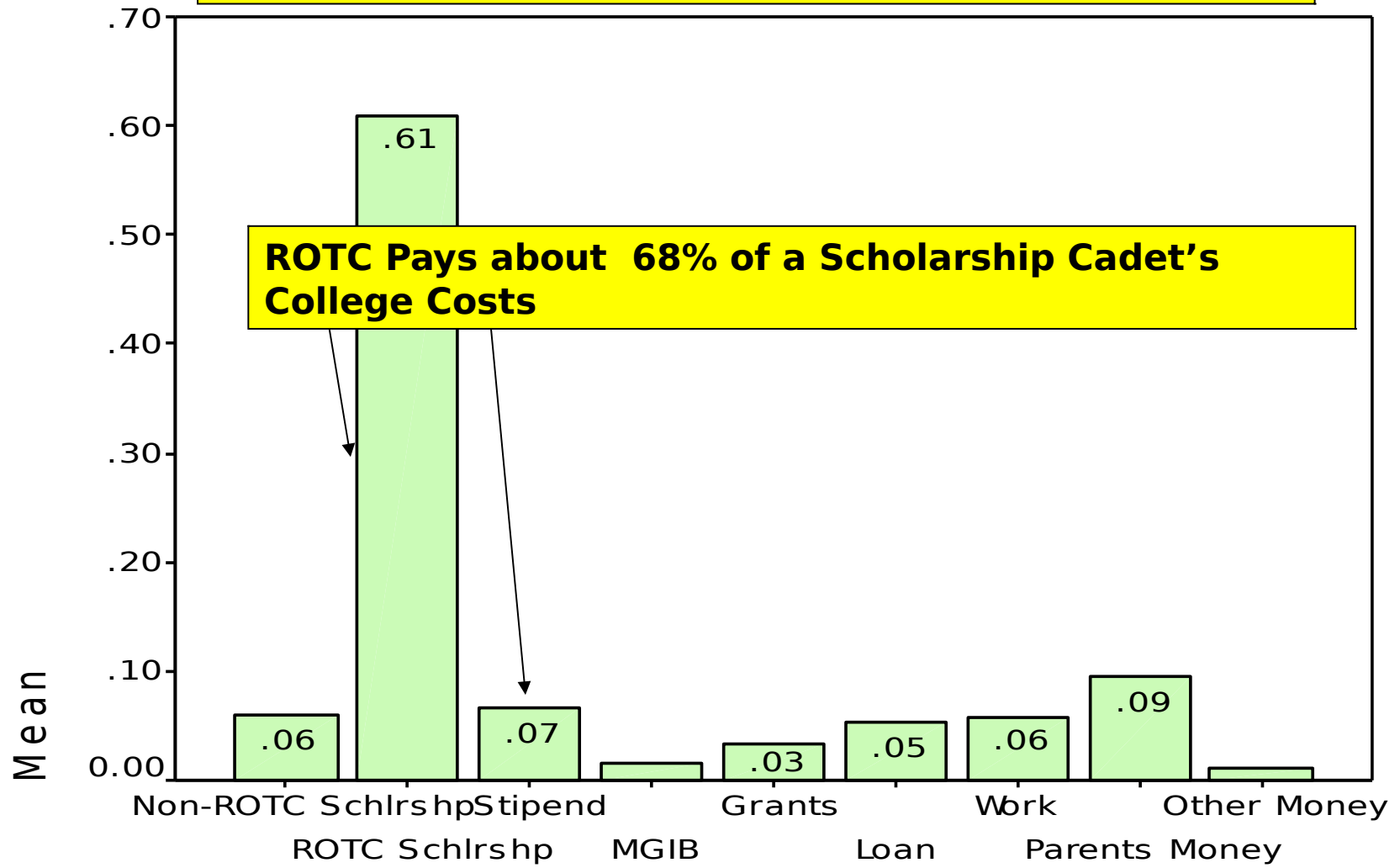
Minority Scholarships Awarded



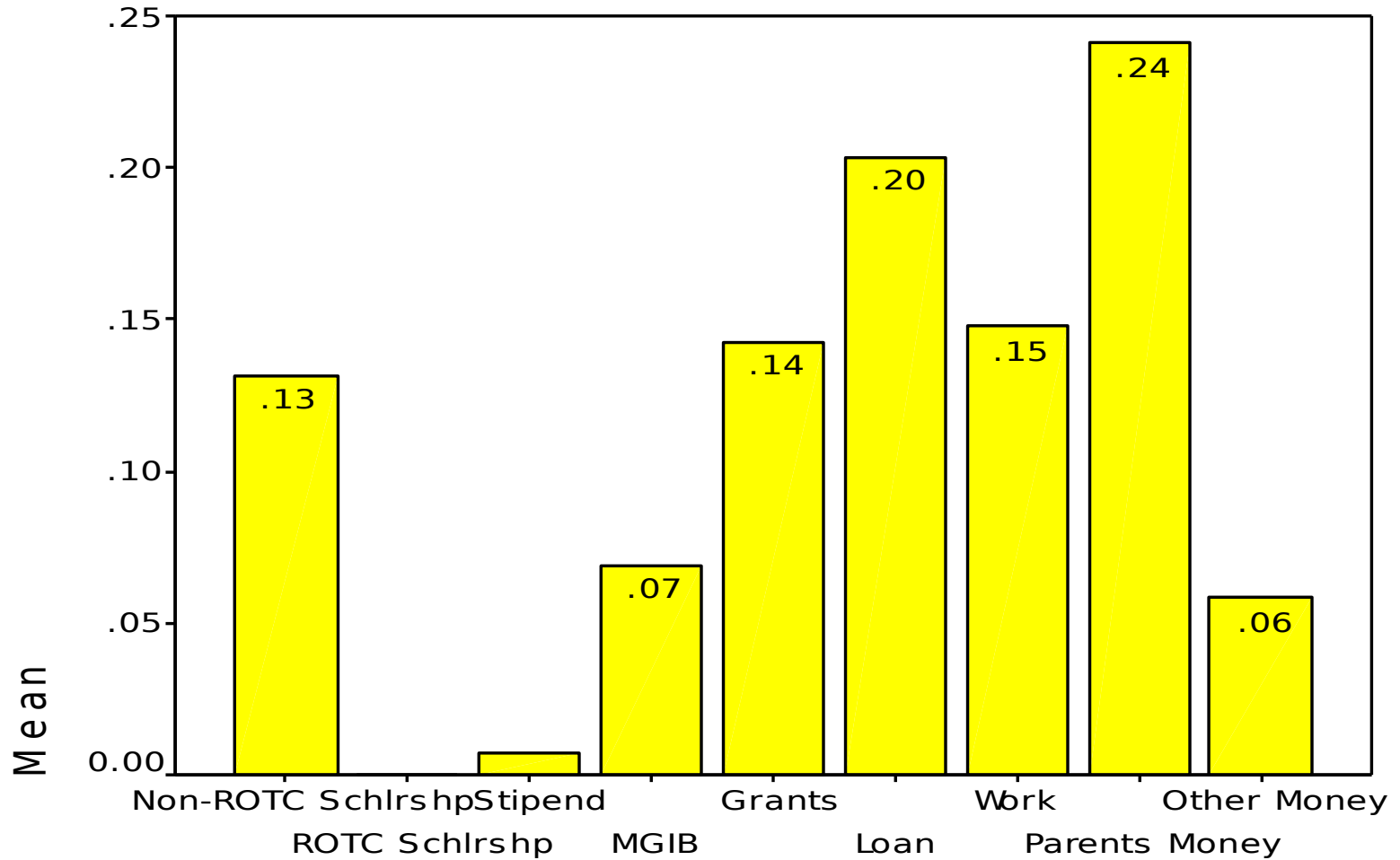
How Cadets Pay for College



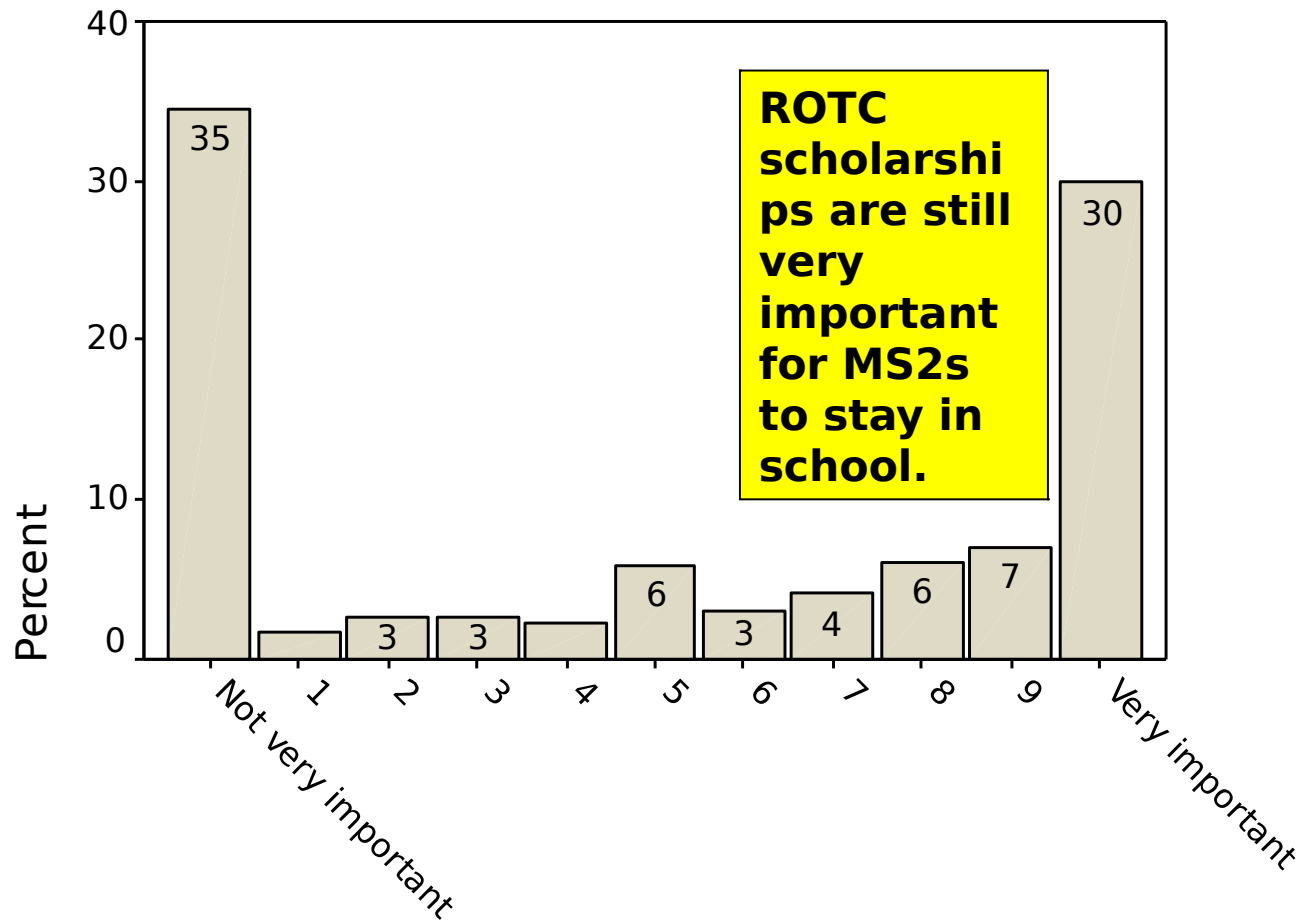
Scholarship Cadets Pay for College with Money from ...



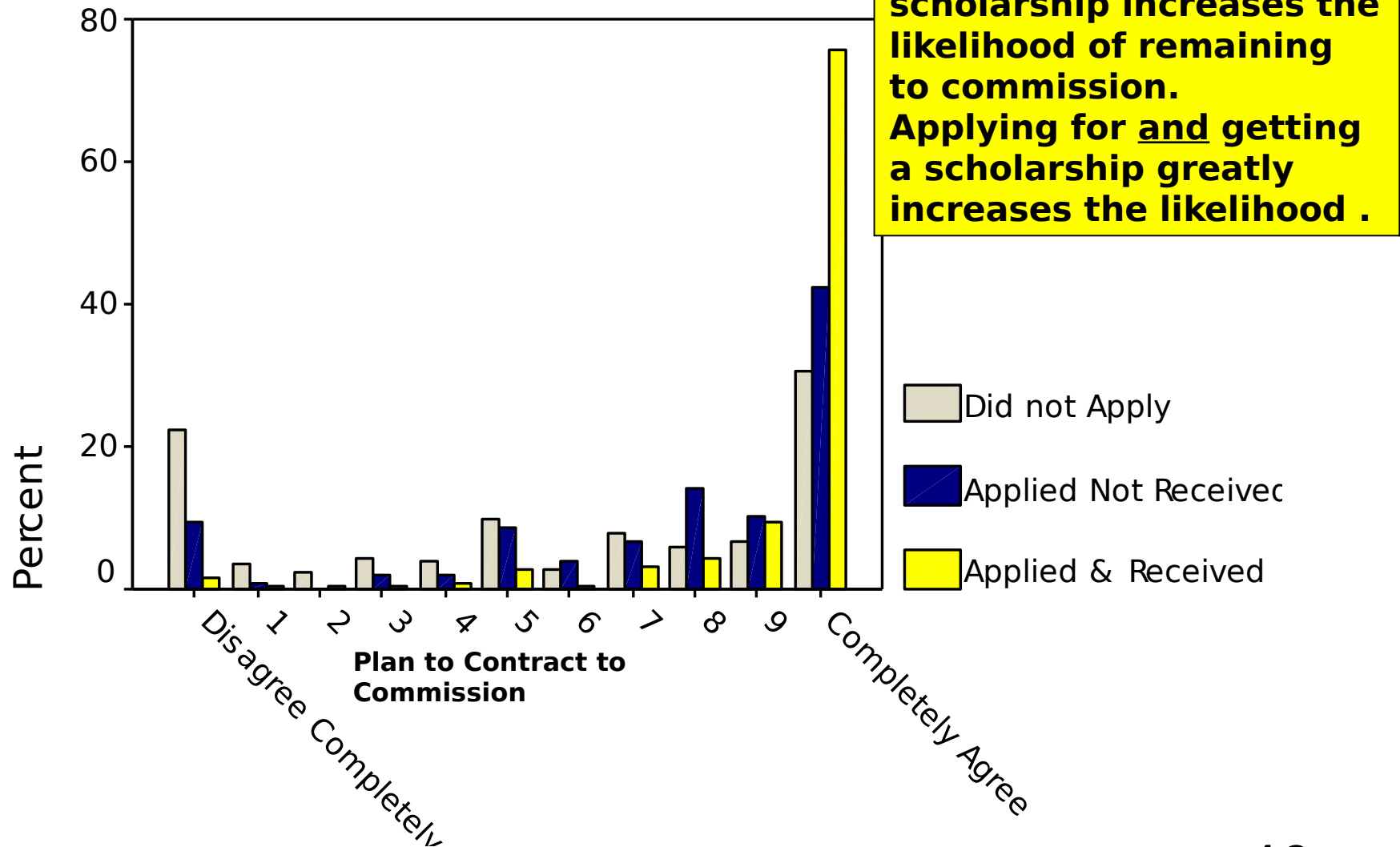
Non-Scholarship Cadets Pay for College with money from ...



Importance of ROTC Scholarship To stay in College



Scholarship Influence on Contracting to Commission



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.038^a	.001	.000	2.04

a. Predictors: (Constant), No. of Scholarship Award Year

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.764	.420		20.879	.000
	No. of Scholarship Award Years	.125	.131	.038	.957	.339

a. Dependent Variable: Plan to Contract to Commission

ANOVA^a

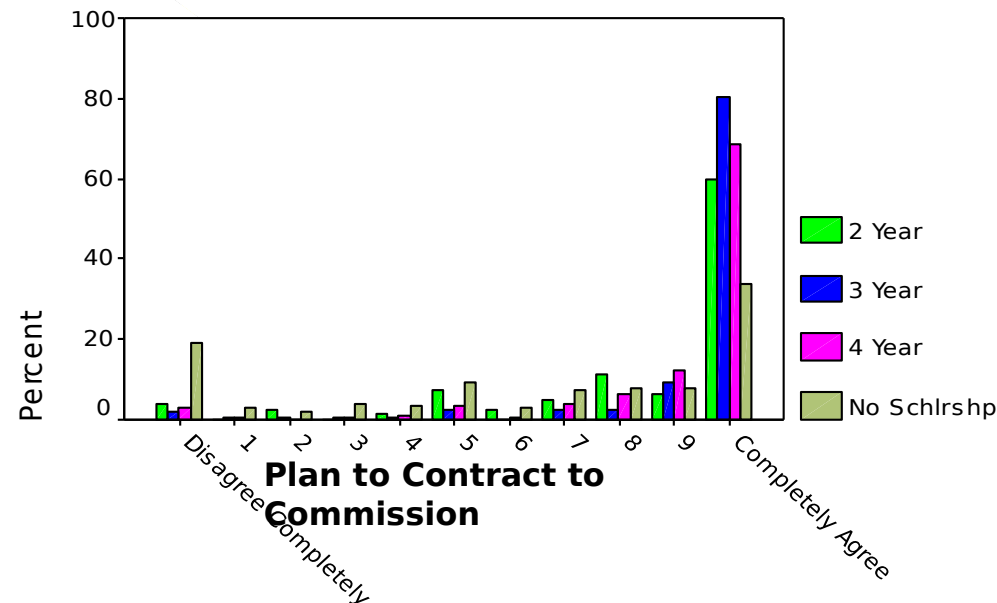
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.812	1	3.812	.917	.339^a
	Residual	2690.842	647	4.159		
	Total	2694.653	648			

a. Predictors: (Constant), No. of Scholarship Award Years

b. Dependent Variable: Plan to Contract to Commission

The number of years of scholarship award impacts the decision to

Scholarship Award Years Effect on Plan to Contract to Commission



Parents and Long-term Scholarships have a substantial impact on contracting.

Coefficients

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	1.054	.370		2.849	.004
	Parent influenced to Contract	.205	.026	.217	8.030	.000
	No. of Scholarship Award Years	.587	.056	.281	10.565	.000
	Cadets	.171	.048	.107	3.575	.000
	ROTC Scholarship	.123	.041	.083	3.023	.003
	Cadre	.166	.045	.109	3.660	.000
	Friends (non-cadets) influenced contract	.069	.028	.063	2.414	.016
	FTX	.131	.039	.088	3.363	.001

a. Dependent Variable: Plan to Contract to Commission

Correlation - How Cadets Pay for College and Contracting to Commission

Correlations

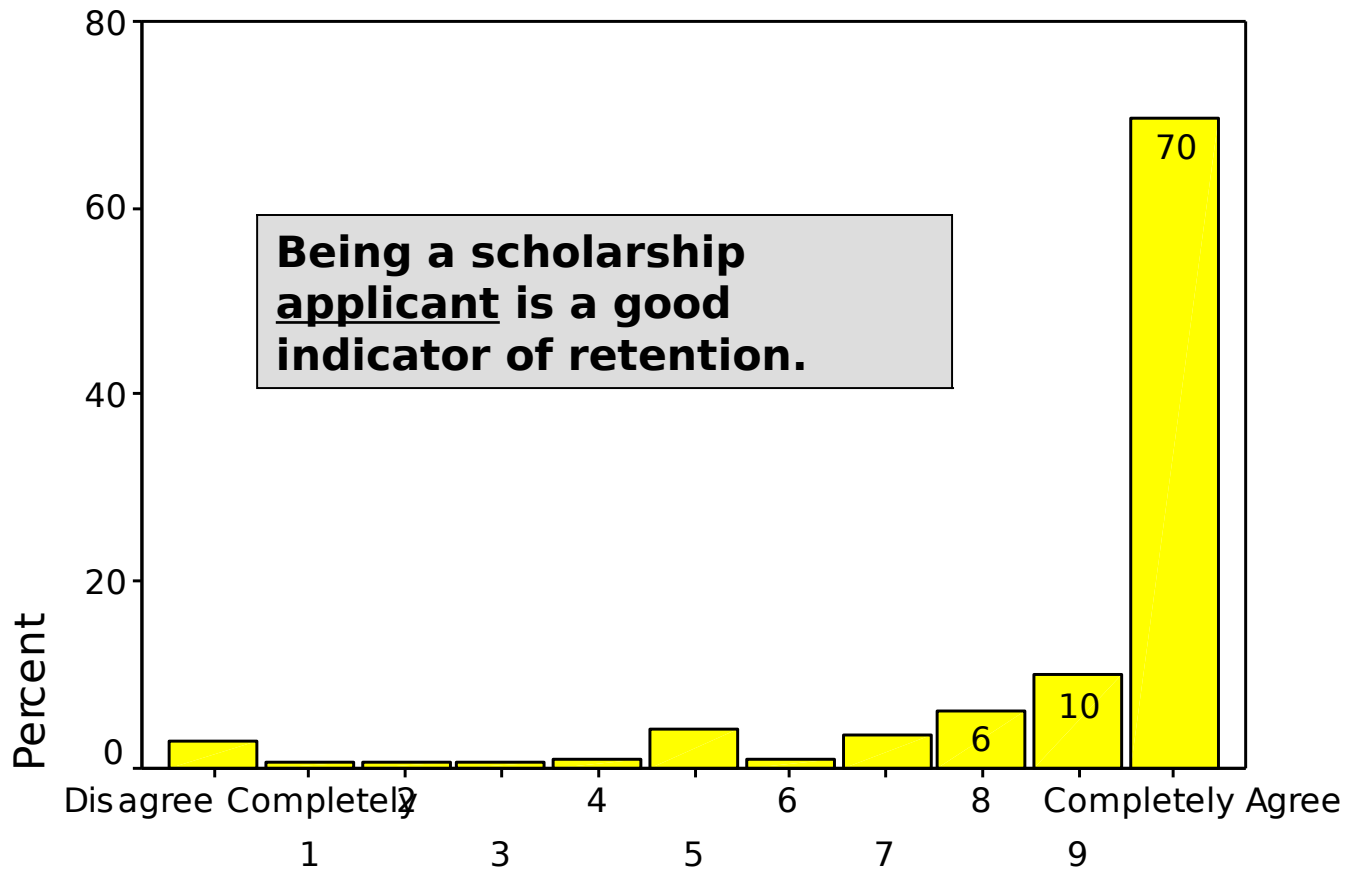
		Plan to Contract to Commission
Non-ROTC Scholarship	Pearson Correlation	-.106*
	Sig. (2-tailed)	.000
	N	1265
ROTC Scholarship	Pearson Correlation	.425*
	Sig. (2-tailed)	.000
	N	1265
Stipend	Pearson Correlation	.189*
	Sig. (2-tailed)	.000
	N	1265
Montgomery GI Bill	Pearson Correlation	.043
	Sig. (2-tailed)	.122
	N	1265
Grants	Pearson Correlation	-.094*
	Sig. (2-tailed)	.001
	N	1265
Loans	Pearson Correlation	-.143*
	Sig. (2-tailed)	.000
	N	1265
Working	Pearson Correlation	-.127*
	Sig. (2-tailed)	.000
	N	1265
Parents	Pearson Correlation	-.198*
	Sig. (2-tailed)	.000
	N	1265
Other Source	Pearson Correlation	-.133*
	Sig. (2-tailed)	.000
	N	1265

**.Correlation is significant at the 0.01 level (2-tailed).

Generally, sources of financial aid outside ROTC have a negative impact on contracting. This means that the more cadets are financially tied to ROTC, the better the chance of retaining them to commission.

ROTC Scholarship Applicants

Likelihood of Staying to Commission

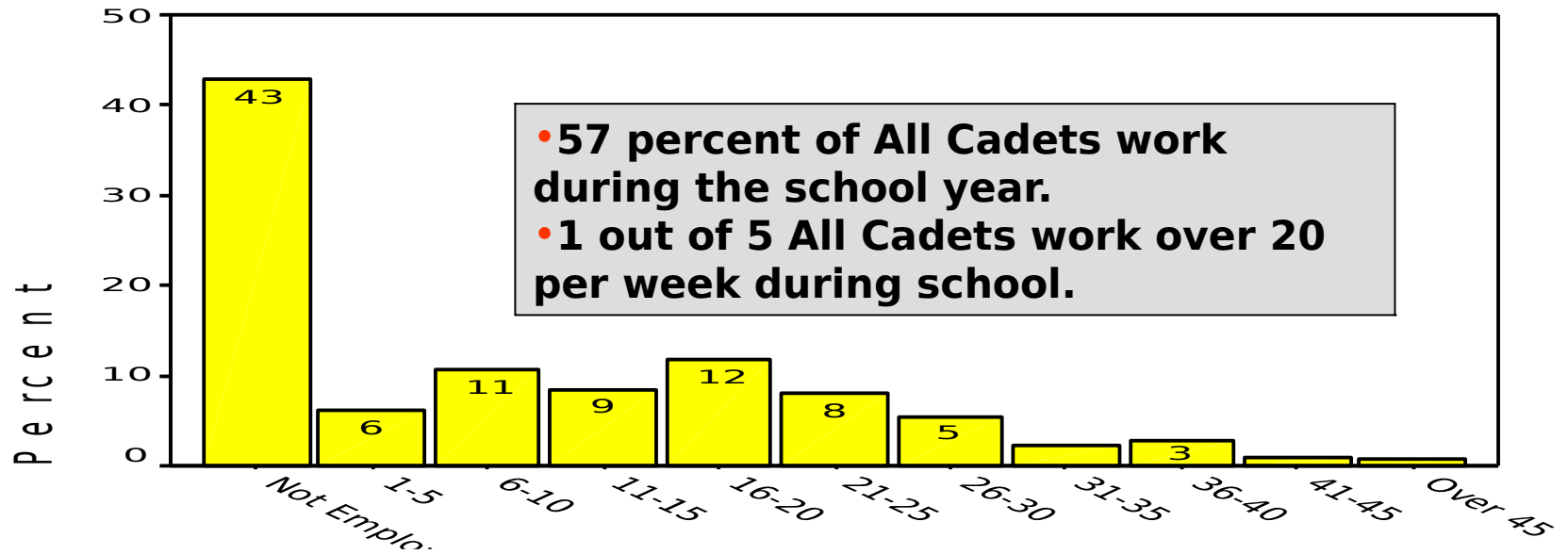


Plan to Stay to Commission

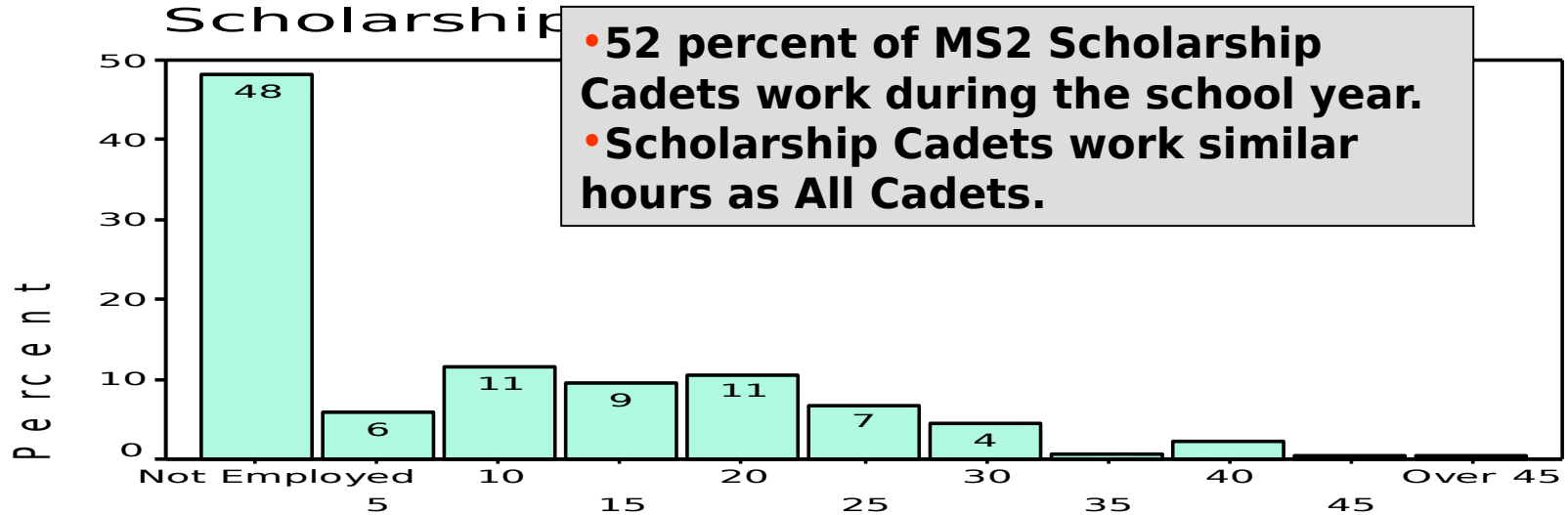
Did not Apply for Scholarship



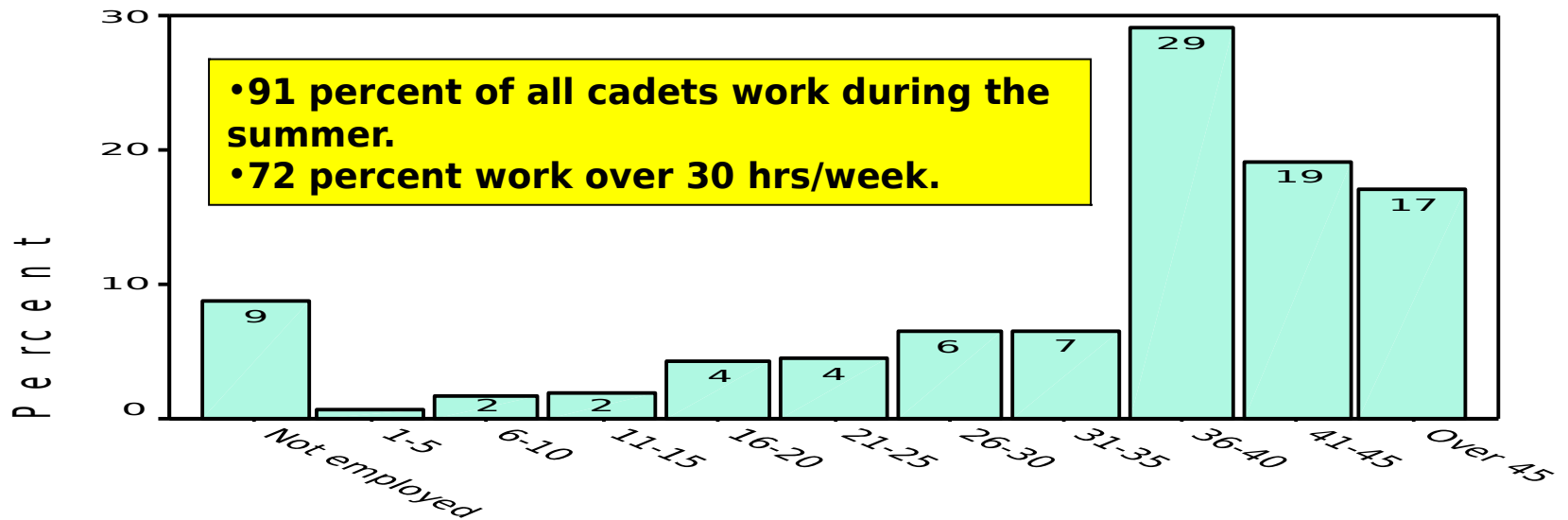
Hours Worked During the School Year



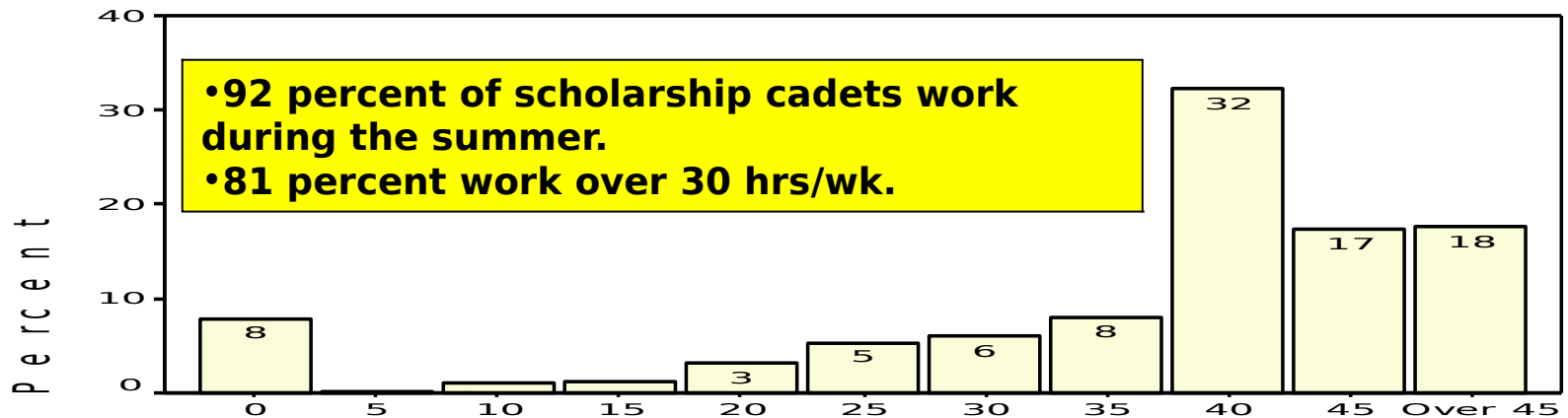
Number of Hours Worked During School Scholarship



Hours Worked During the Summer

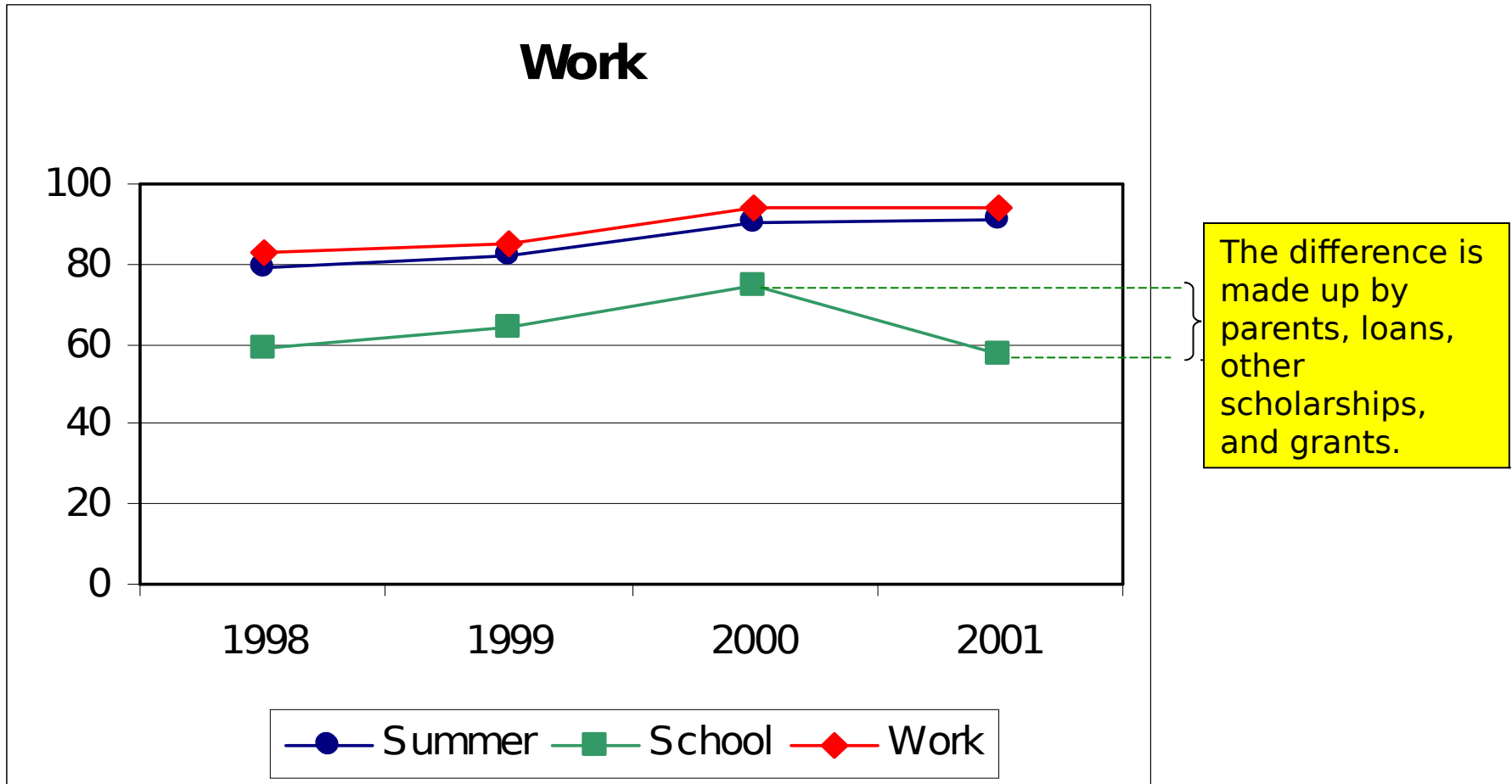


Number of Hours Worked During Summer Scholarship Only



Cadet Work Hours

- The 2001 Survey average response was 12.1 hrs/wk worked during the school year.
- Cadets plan to work over 33 hrs/wk in the summer.



Summary of MS2 Scholarships and Financing:

✓ Scholarships:

- **The ROTC Scholarship is very important to staying in school.**
- **White cadets who apply are more likely to get a scholarship. African-American, Puerto Ricans, and Hawaiian/Pacific Islanders cadets are less likely to get one.**

✓ Cadet Finances:

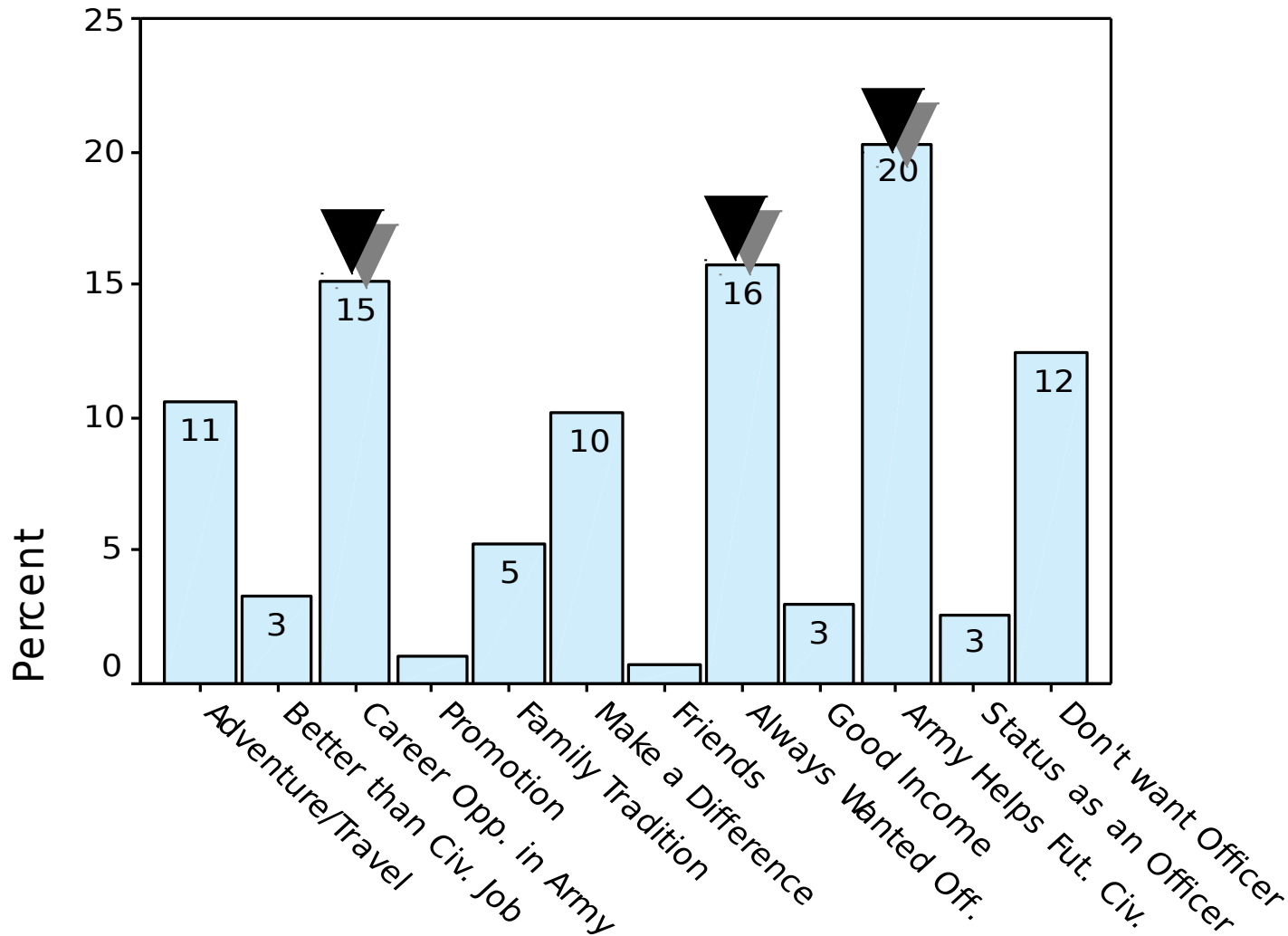
- **Scholarships and stipends pay less of the total college cost than the previous year.**
- **Over half of all surveyed scholarship cadets work during the school year.**
- **Non-scholarship cadets mainly pay for college with money from loans, parents and work.**
- **Working during the school year is negatively influence to contracting to commission.**

Contracting and Impact on Cadet:

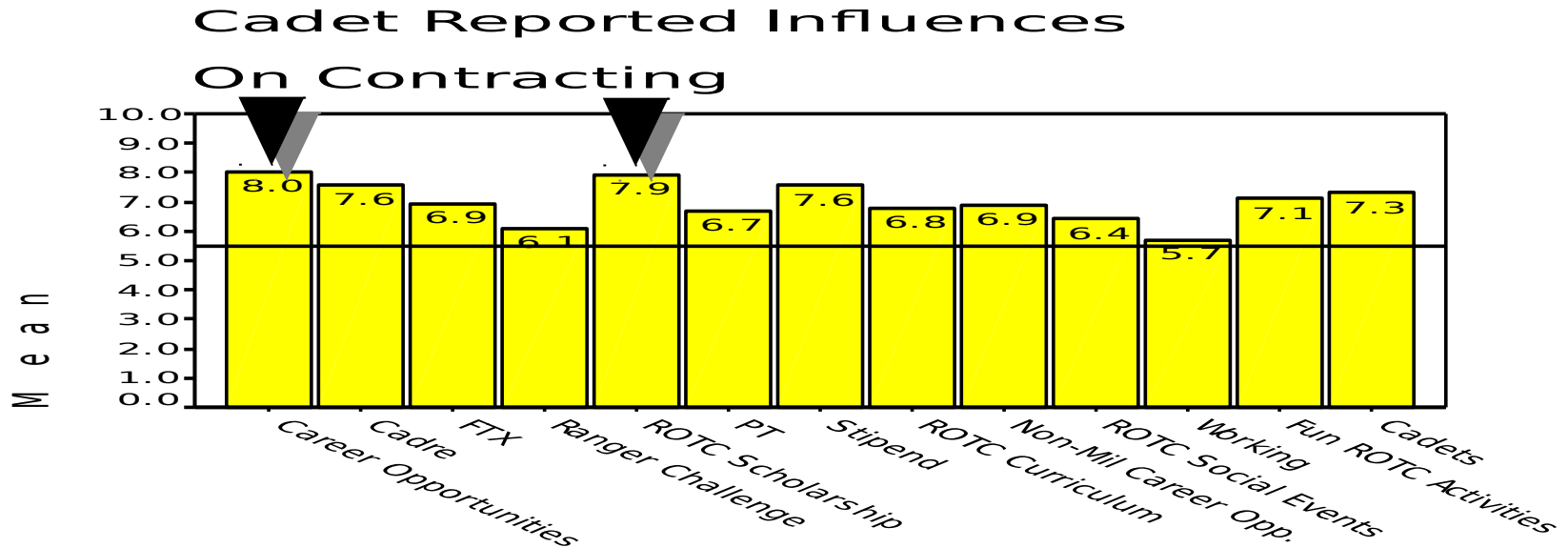
- ✓ **Primary Reasons to Commission through Army ROTC.**
- ✓ **Career opportunity issues.**
- ✓ **ROTC activities and impact on commissioning.**
- ✓ **Perceived impact of contracting on cadet.**

“Career Opportunities in Army” and “Career Opportunities in Army toward a future Civilian Career” are 2 of the 3 dominant reasons.

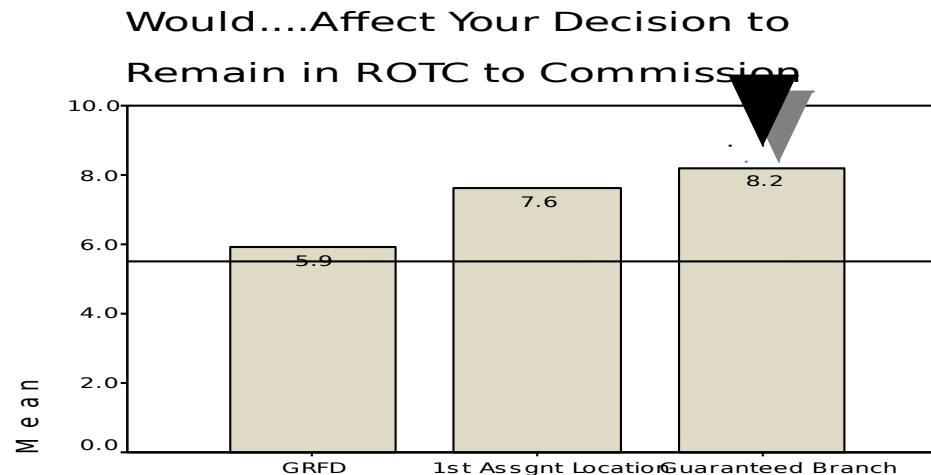
Primary Reason to be an Officer



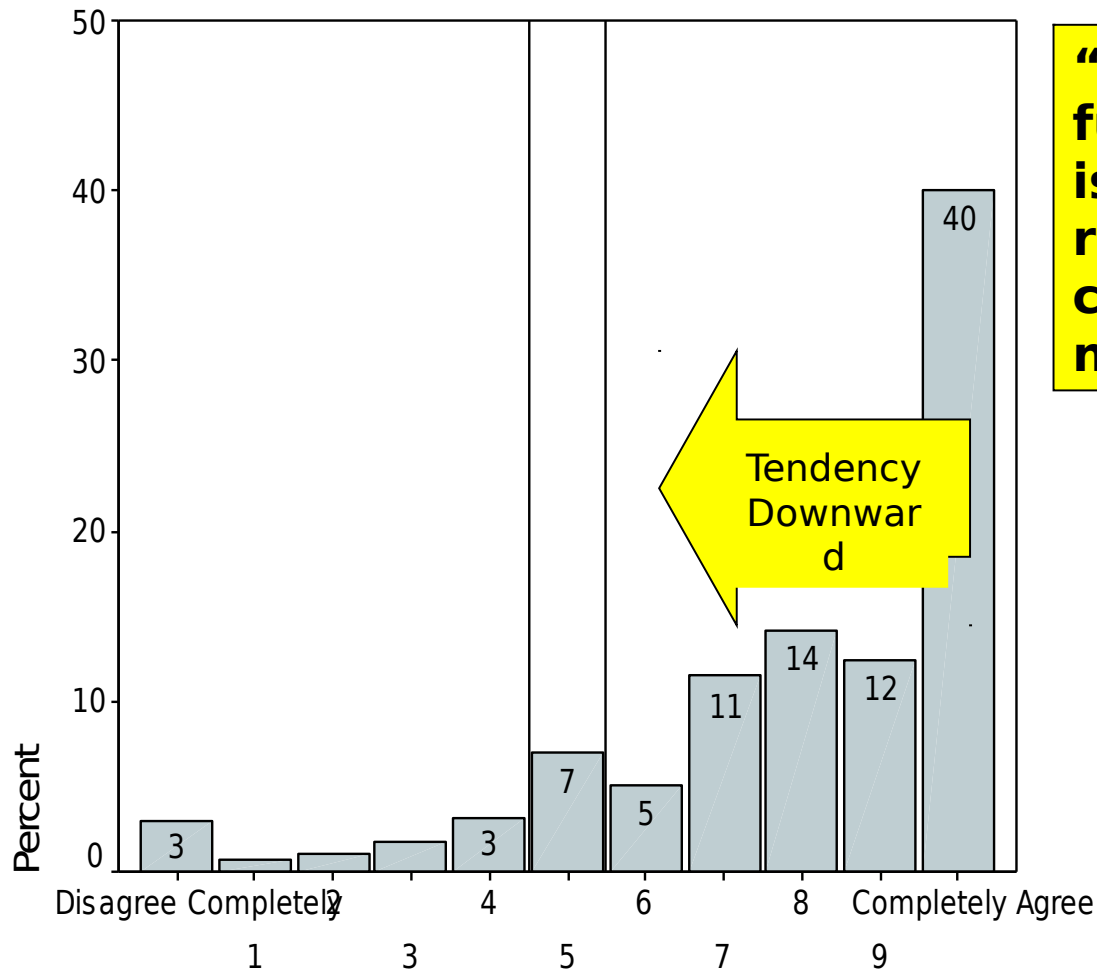
How Cadets Reported the Influences



**Career Opportunities and Scholarships are primary influences to contract and commission.
If offered Guaranteed Branch could be most influential to contract and commission.**

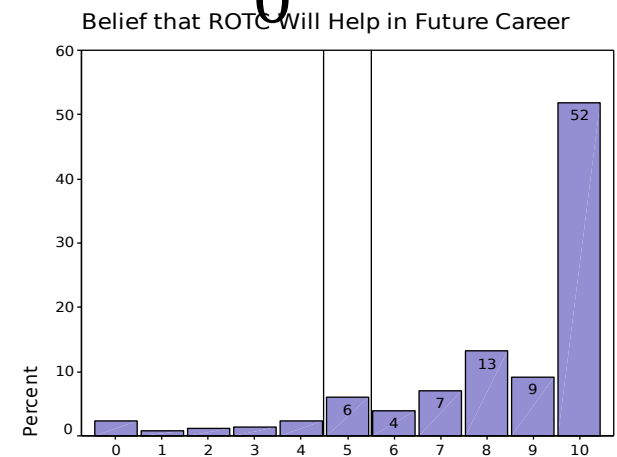


ROTC Helps Future Civilian Career



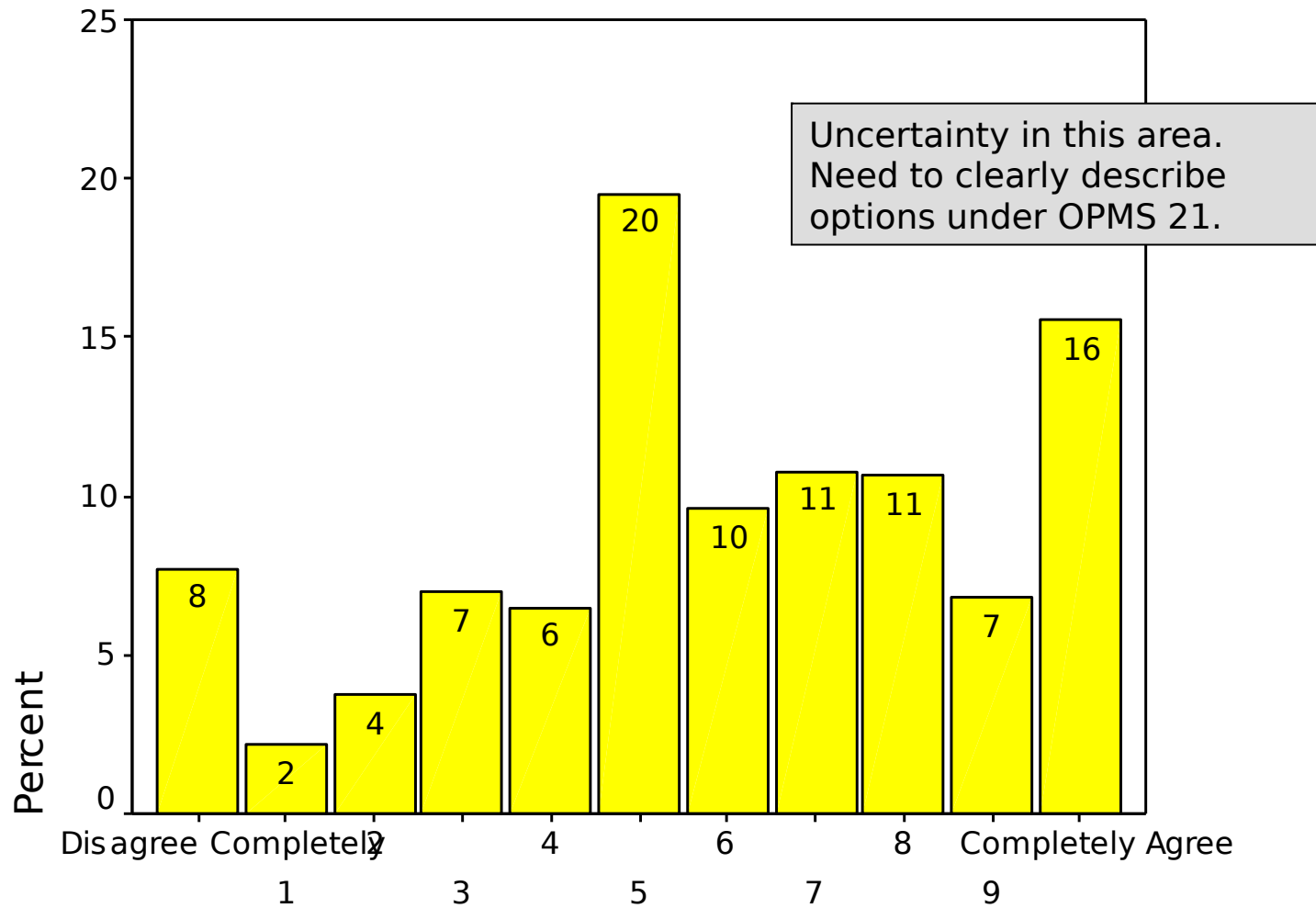
“ROTC will help in a future career” message is good sales point in retaining cadets to commission; and may need to be reinforced.

200
1

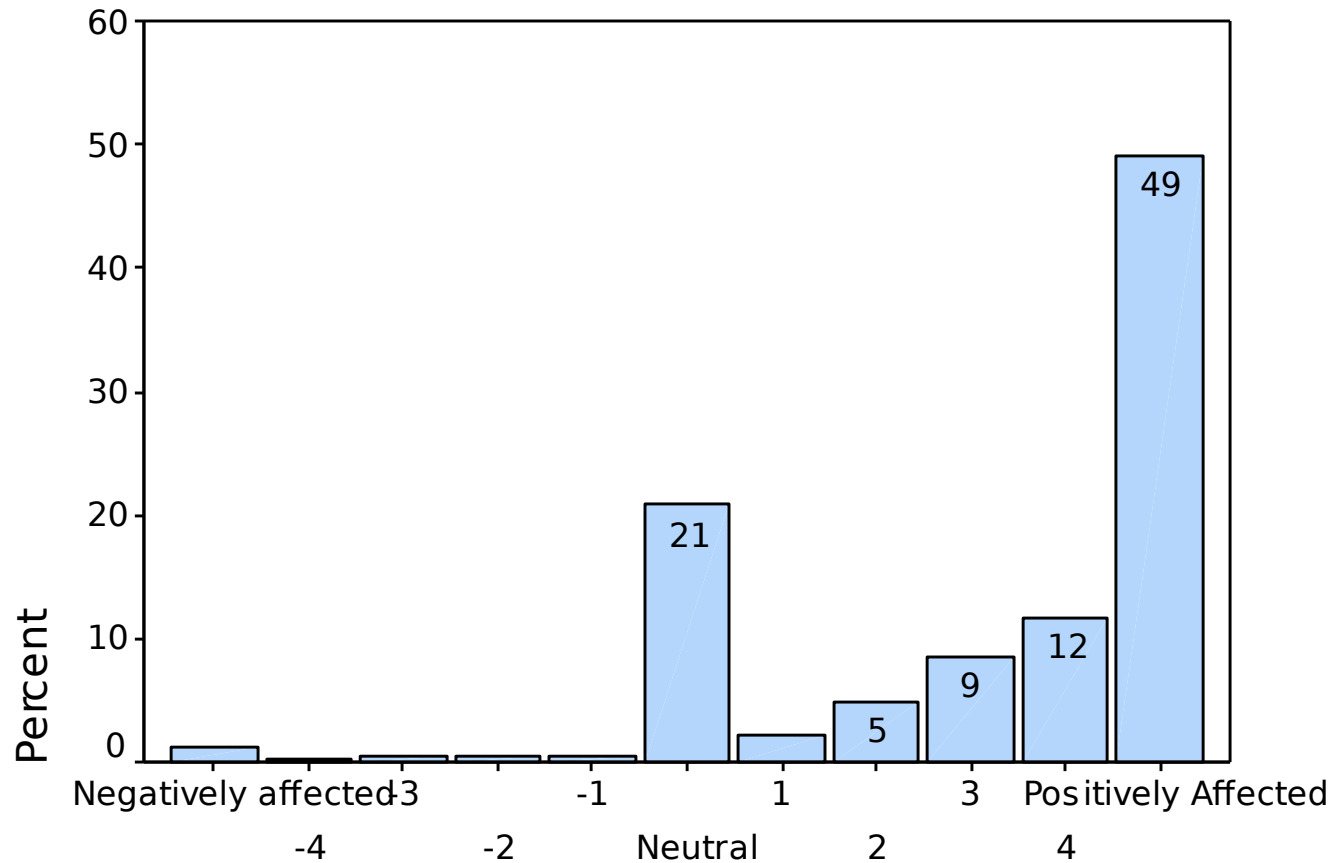


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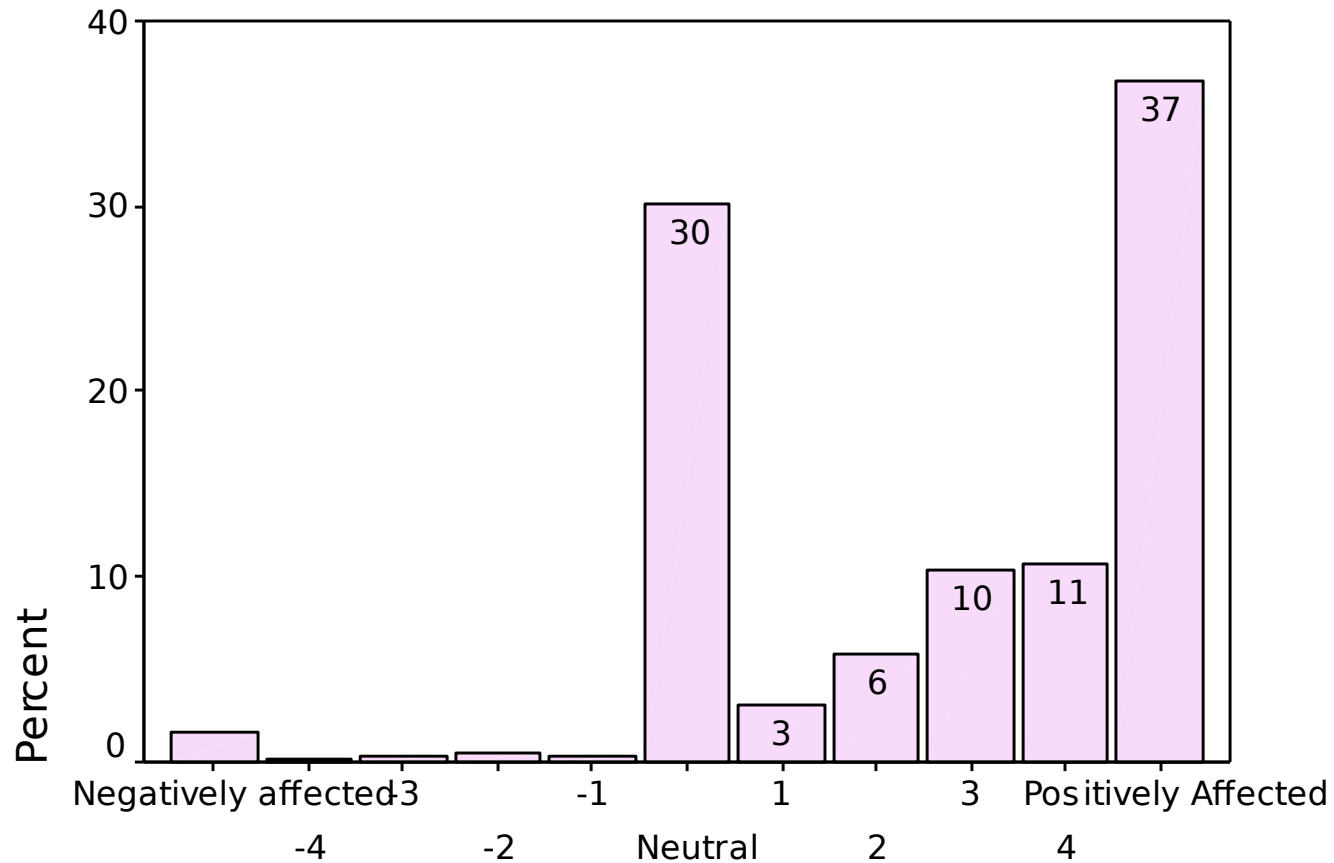
Combat Arms Helps in Civilian Career



Branch Guarantee Affect Staying To Commission

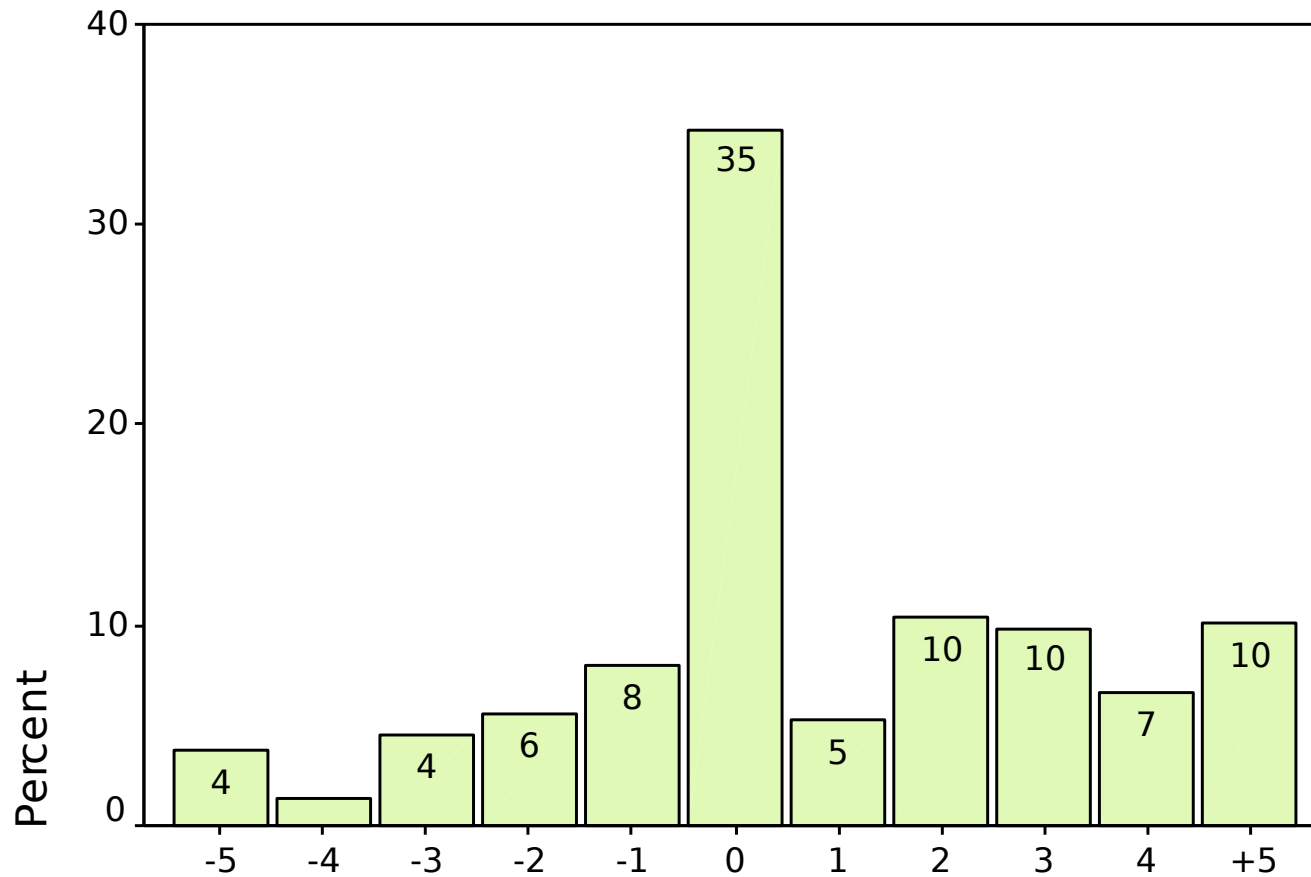


1st Assignment Guarantee Affect Remaining in ROTC

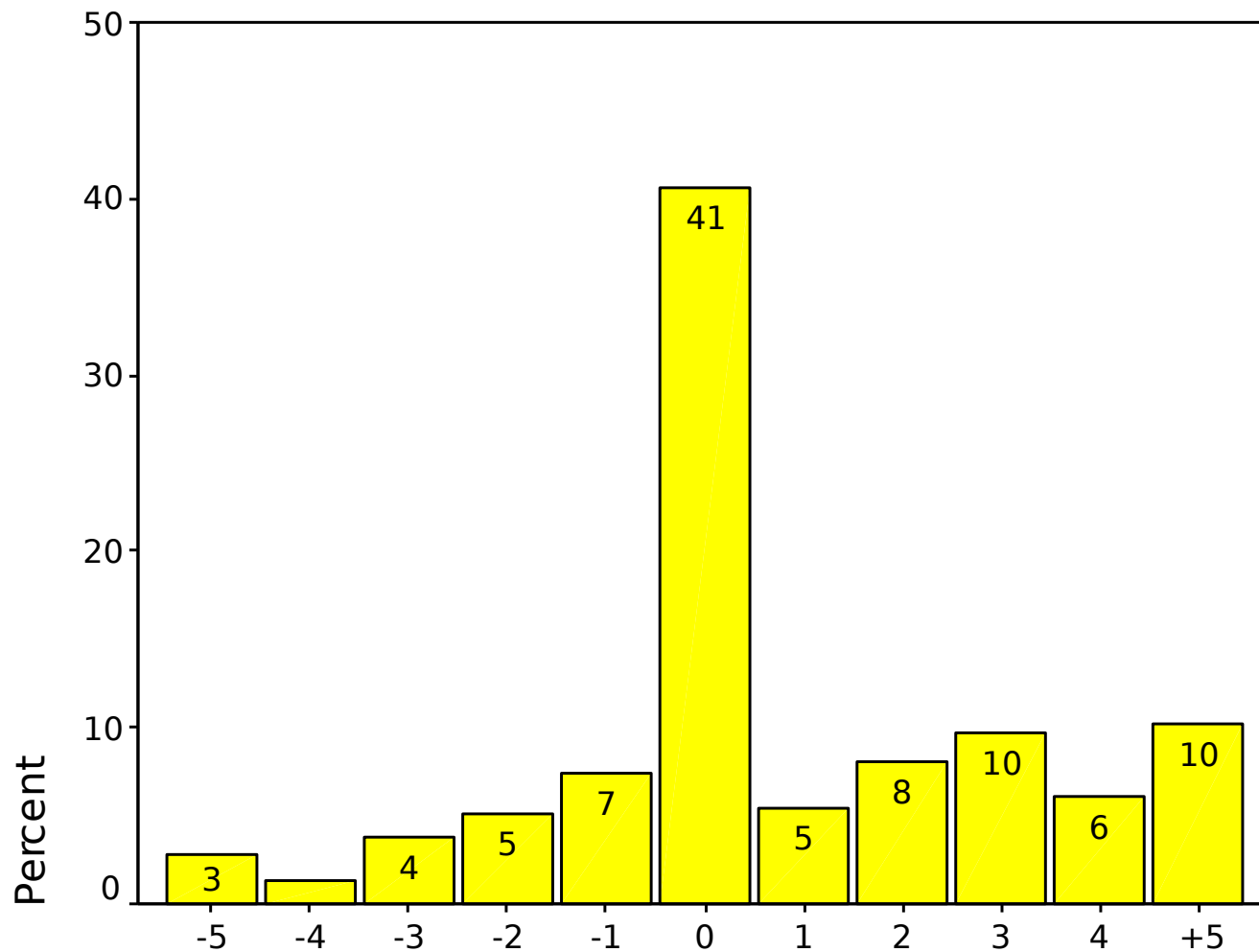


Contracting Effect on Social Life

-5=Negative Effect +5=Positive Effect

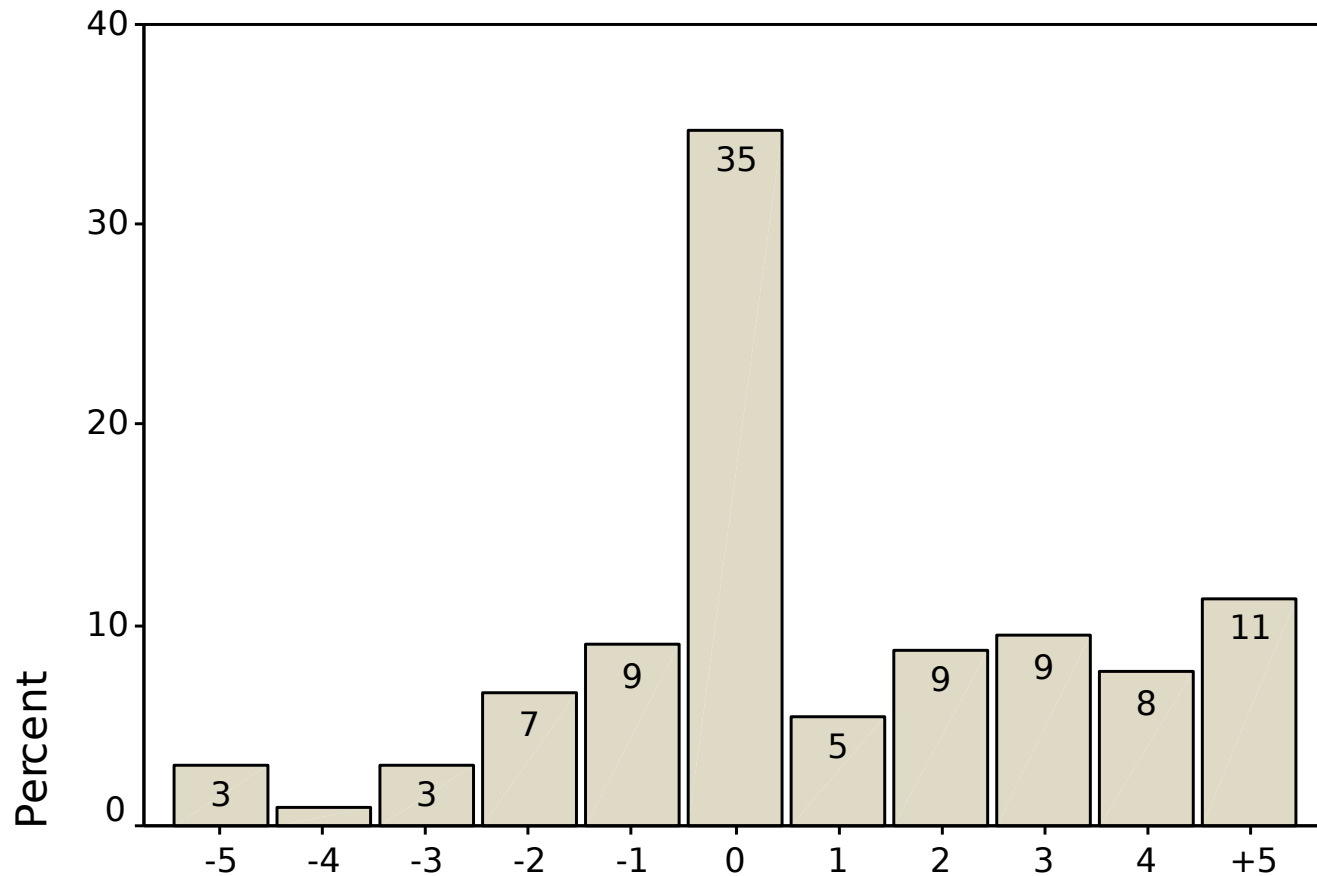


Contracting Effect on Family Life



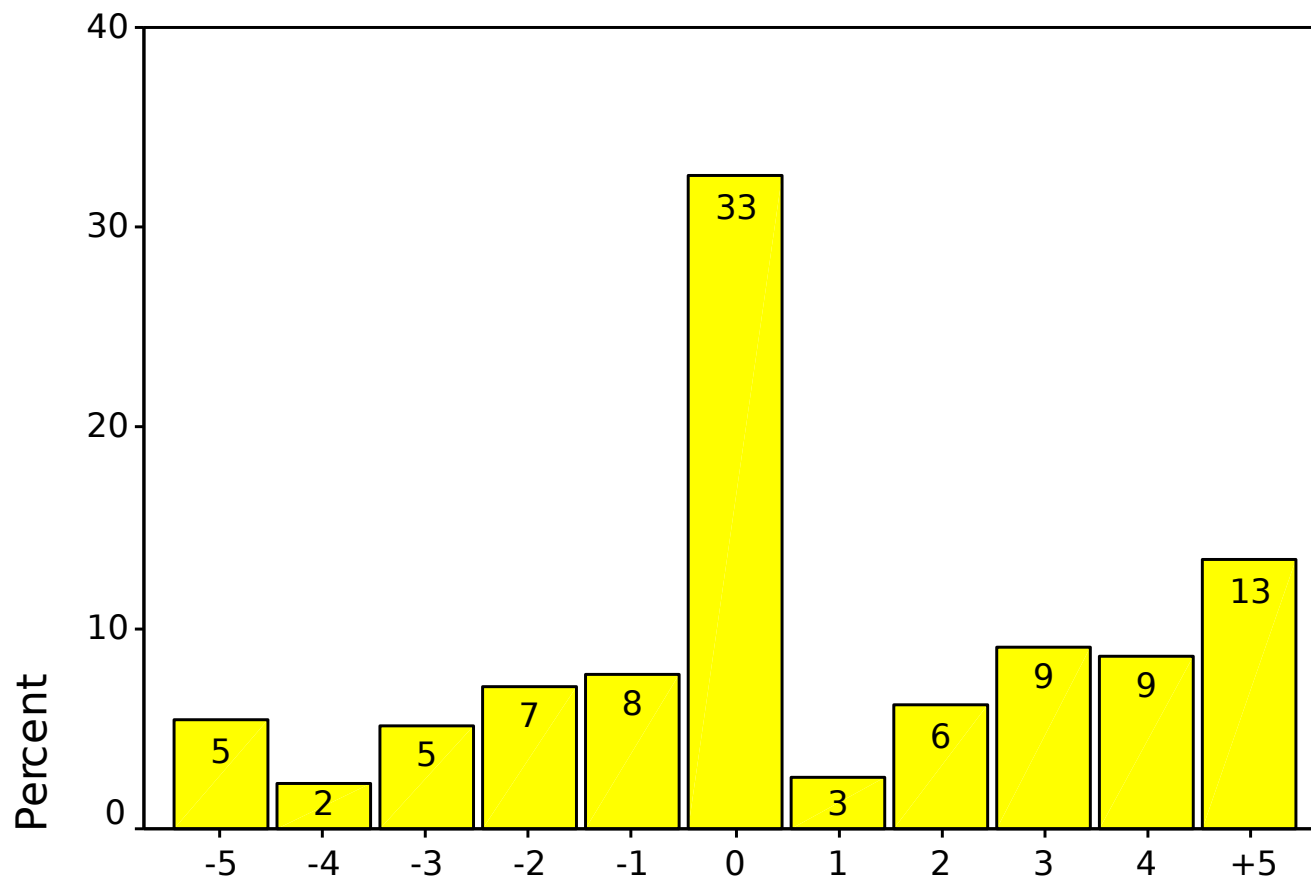
Contracting Effect on Major Study

-5=Negative Effect +5=Positive Effect



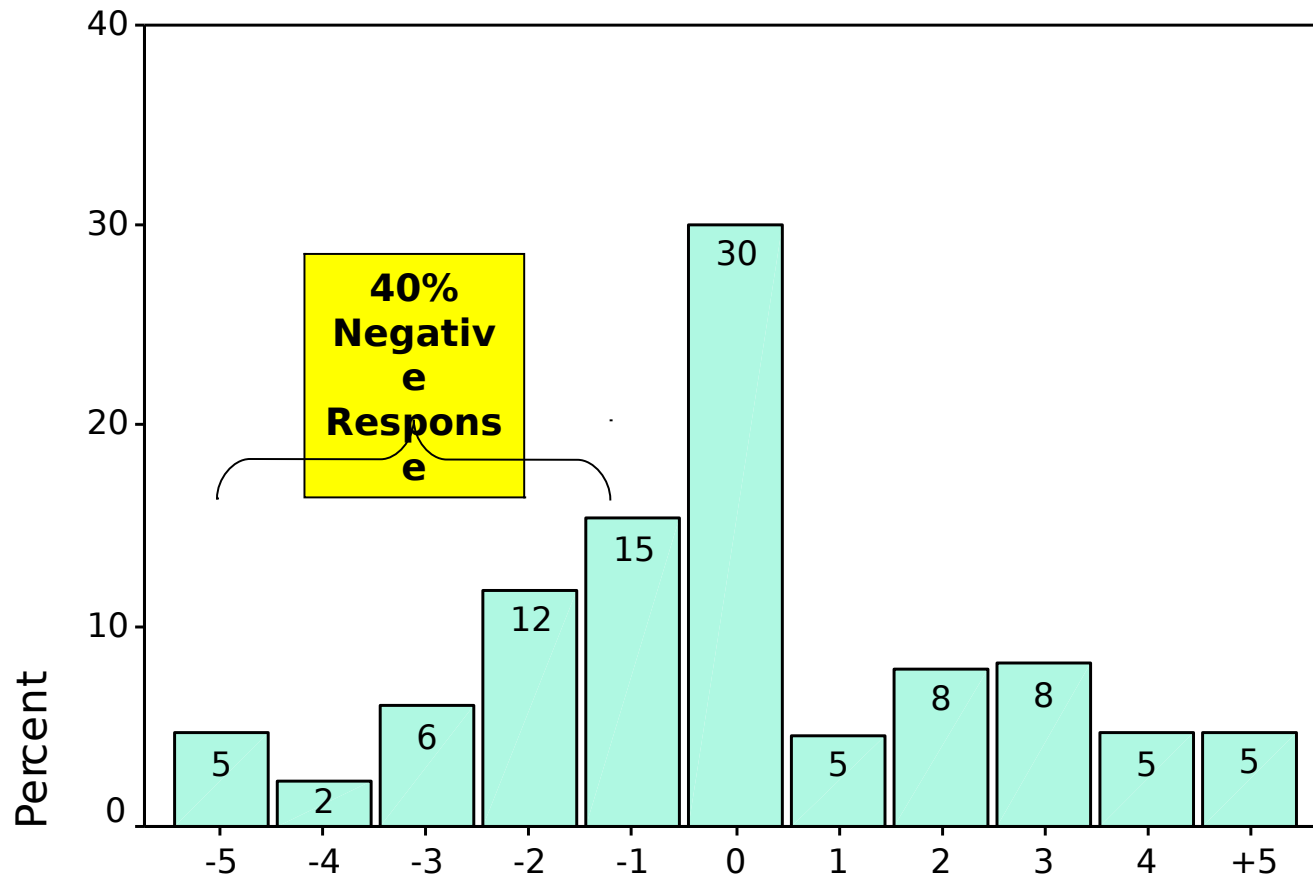
Contracting Effect on Job During School

-5 = Negative Effect +5 = Positive Effect



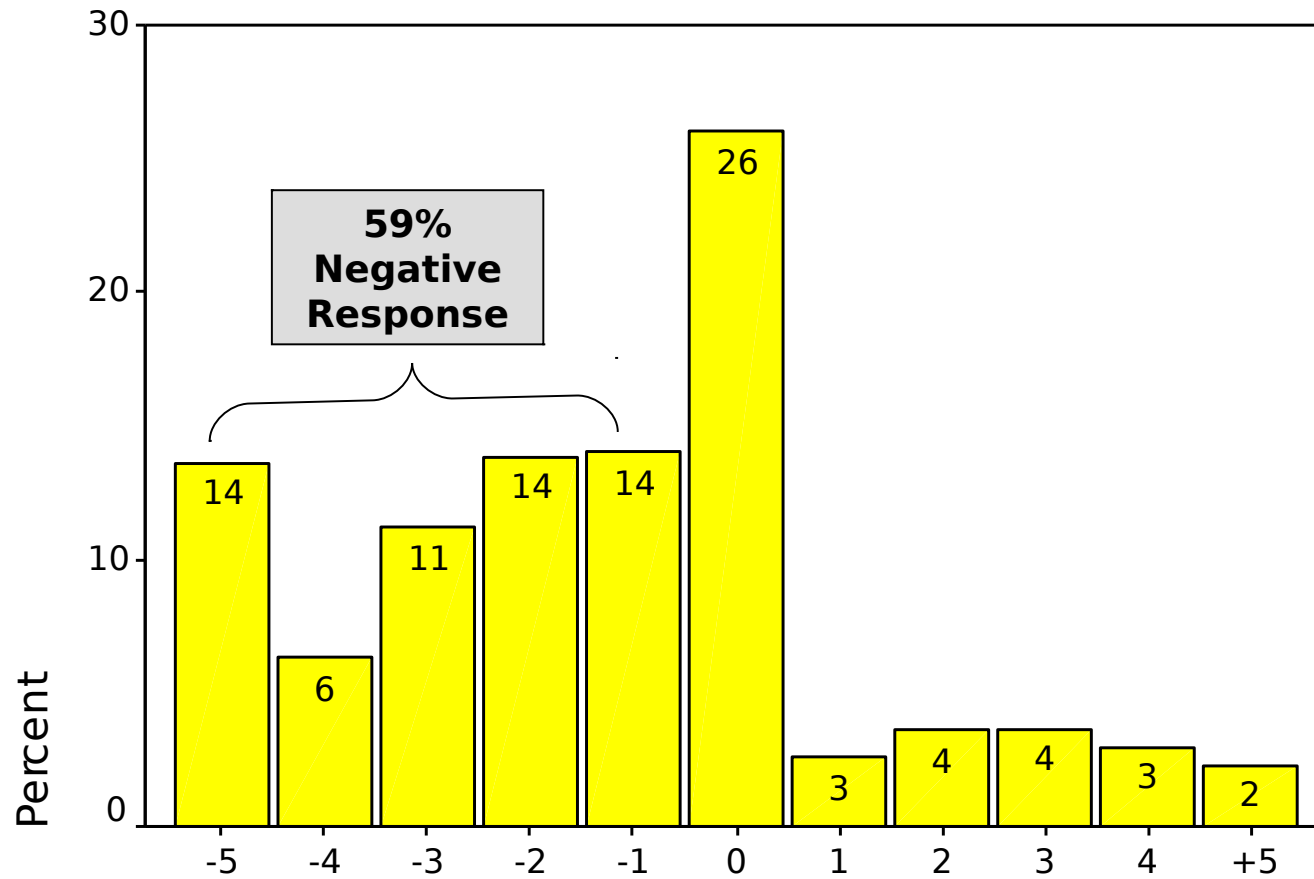
Contracting Effect on Class Schedule

-5=Negative Effect +5=Positive Effect



Contracting Effect on Sleep

-5=Negative Effect +5=Positive Effect



Summary of Impact of Contracting:

✓ Immediate Impact on Cadet:

- Contracting to commission would have a negative effect on their class schedules and sleep.**
- ROTC Scholarships positively impact.**

✓ Future Impact on Cadet:

- Cadets who believe being an officer will be helpful in their future careers will commission.**
- A plurality of cadets believe that combat arms can translate into civilian career opportunity.**

Research Summary

- ✓ **88% of MS 2 cadets are freshman or sophomores.**
- ✓ **19% are in technical or hard science majors. 16% are in liberal arts majors.**
- ✓ **Most MS 2 cadets come from a family with some military experience; however this is in decline.**
- ✓ **Parents and siblings are the most effective influencers of cadet participation.**
- ✓ **Non-cadet friends do not influence cadet contracting positively.**
- ✓ **Our sample of Prior Service Cadets are more likely to contract to commission. Prior Service Cadets are influenced to contract to commission by:**
 - **Army Career Opportunities**
 - **Army ROTC helping in future non-military career opportunities**
 - **Cadet Friends**
 - **Scholarships**
- ✓ **Money for college is a large issue, that affects cadets staying to commission.**
 - **Scholarships are important to a cadet's remaining in school.**
 - **Non-ROTC funding negatively impacts**
 - **Cadets with 4-year scholarships are more inclined to remain to commission than those with 3-year or 2-year scholarships.**
 - **Those Cadets who apply for a scholarship are much more likely to remain in the program versus Cadets who do not apply, even if the cadet does not receive a scholarship.**
 - **Getting a scholarship is correlated to the ethnicity of the cadet.**

Research Recommendations Summary

✓ Things to improve retention:

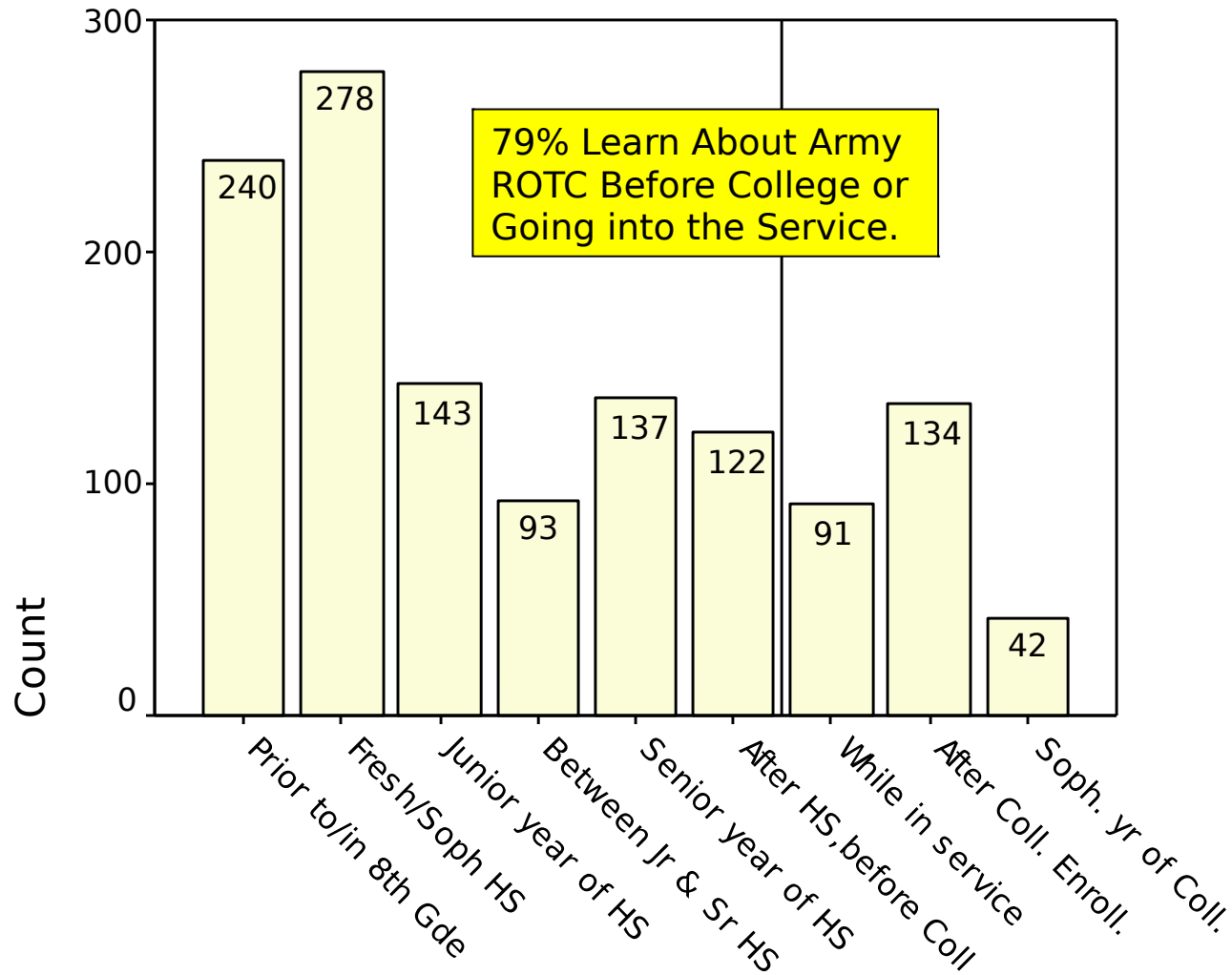
- **Emphasize Career Opportunities and the impact on a future civilian career.**
- **Increase Stipend.**
- **Increase 4-year scholarship pool.**

General Comments

- ✓ **MS2 cadets are very positive about cadre and the curriculum, and generally want to become an officer.**
- ✓ **Cadets enjoy FTXs and learn a lot from them. Preference is for non-lecture outdoor activities that are not like the standard college course.**
- ✓ **MS2 cadets are sensitive to and critical of training and computer equipment available.**

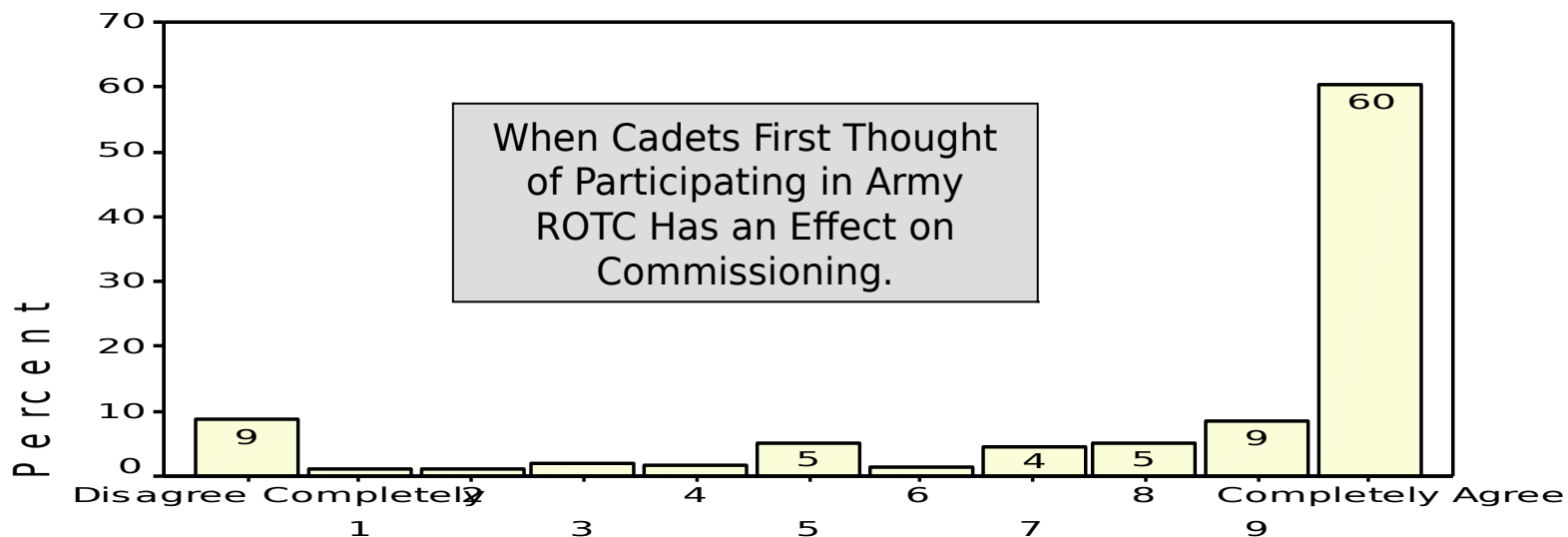
Errata

When First Aware of ROTC

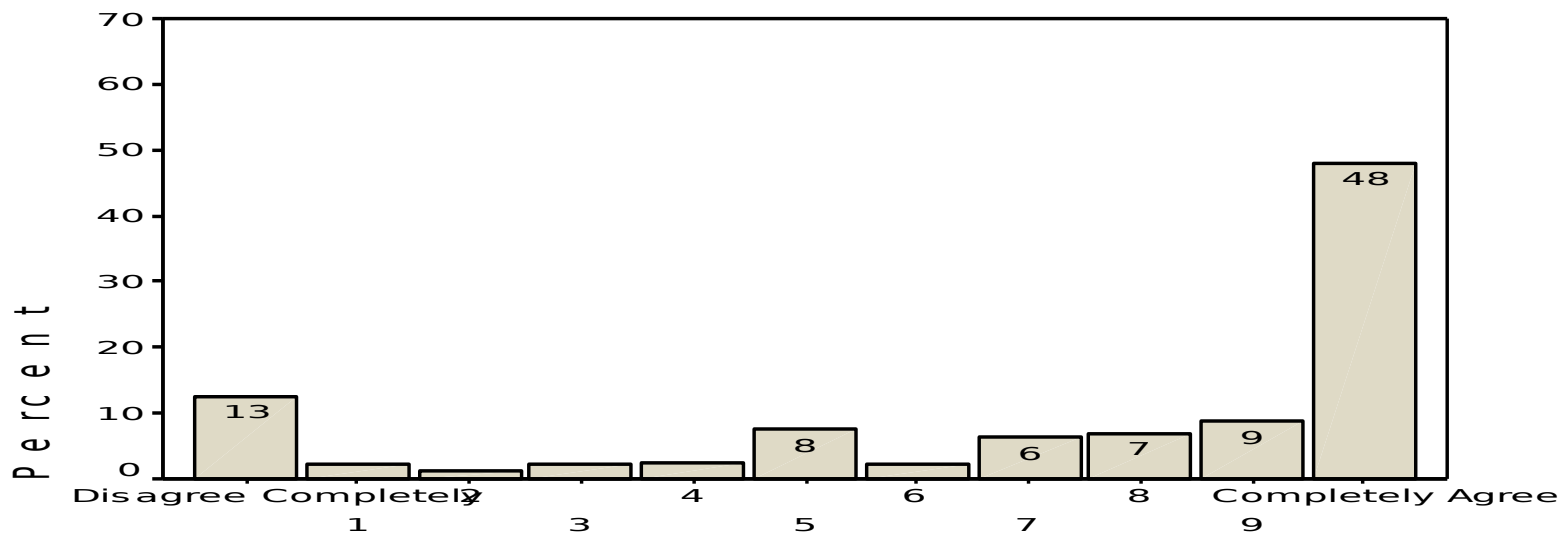


Plan to Contract to Commission

Before HS Graduation



After HS Graduation



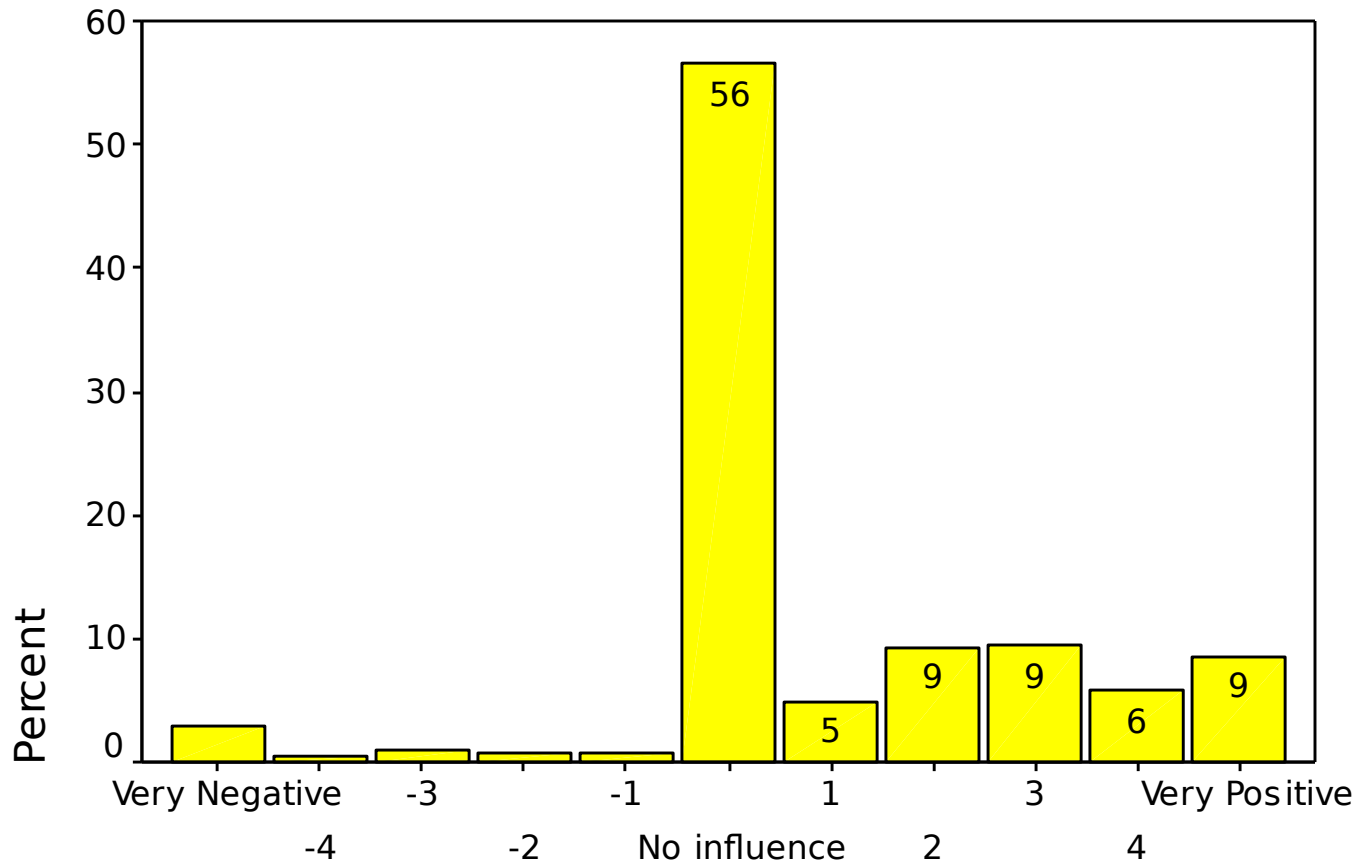
Actual Results Point to Dominance of Perception of Career Opportunity in the Army

Coefficients

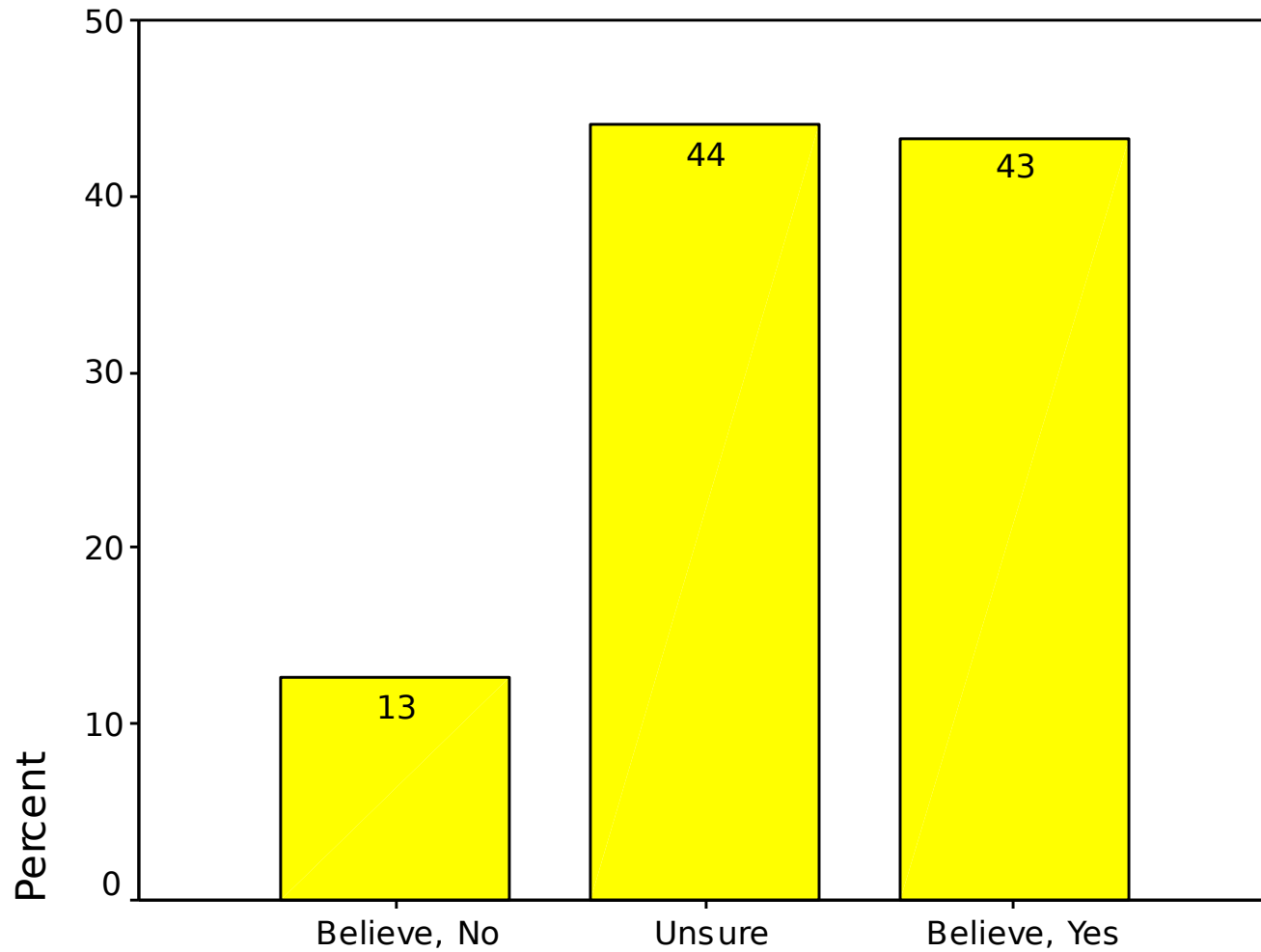
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
10	(Constant)	2.404	.405		-5.938	.000
	Career Opportunities	.578	.040	.357	14.624	.000
	Parent influenced to Contract	.138	.027	.146	5.157	.000
	Guaranteed Branch to Stay to Commission	.256	.033	.171	7.792	.000
	ROTC Scholarship	.201	.034	.134	5.926	.000
	Cadet friends influenced contract	.093	.026	.098	3.603	.000
	Working	-.136	.040	-.075	-3.420	.001
	PT	.085	.035	.058	2.468	.014
	Family influence to contract	.083	.028	.085	2.931	.003
	Administration influence to Contract	-.063	.025	-.063	-2.528	.012
	Cadre	.079	.038	.052	2.079	.038

a. Dependent Variable: Plan to Contract to Commission

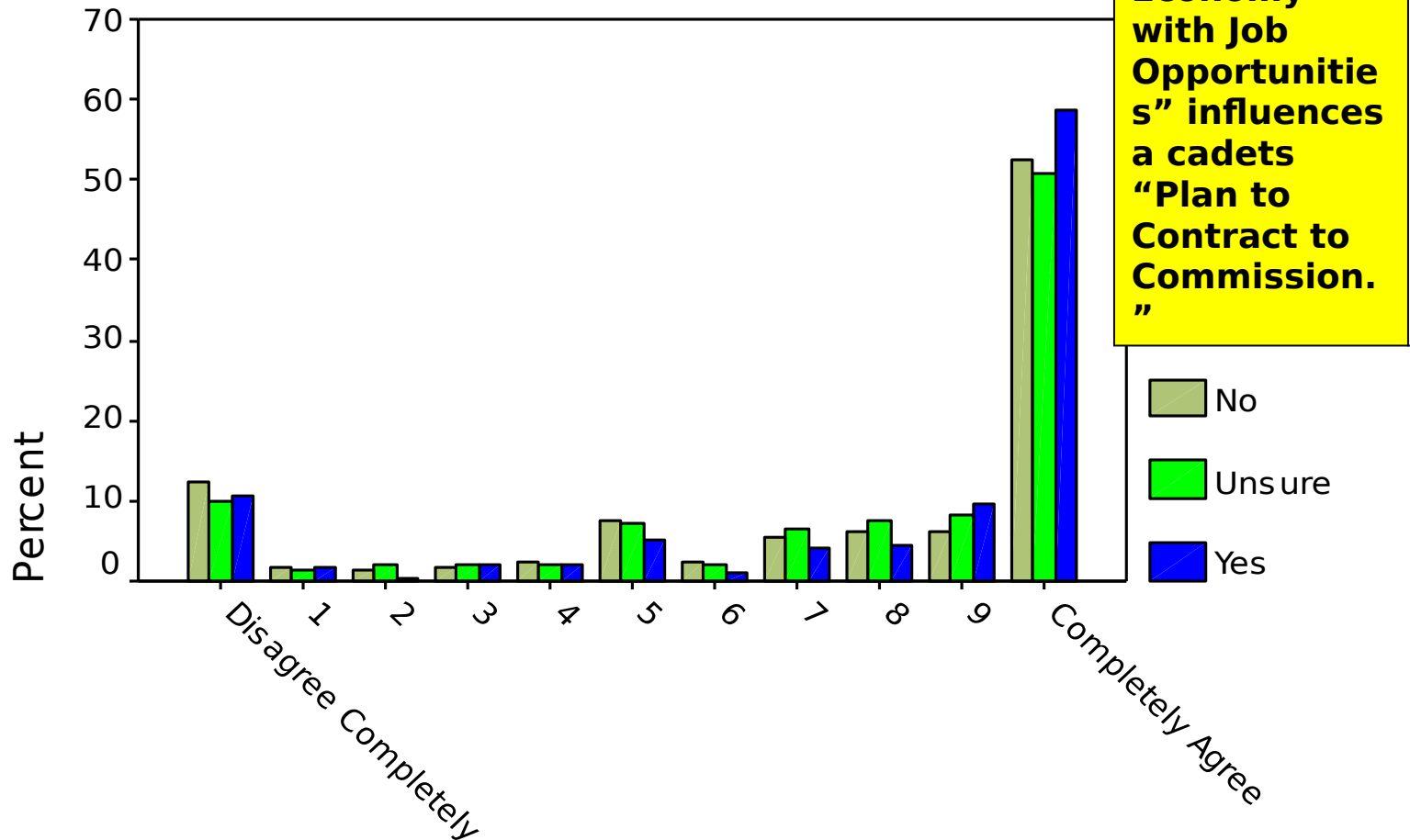
Economy/Civ Career Perception Affects Decision to Stay ROTC



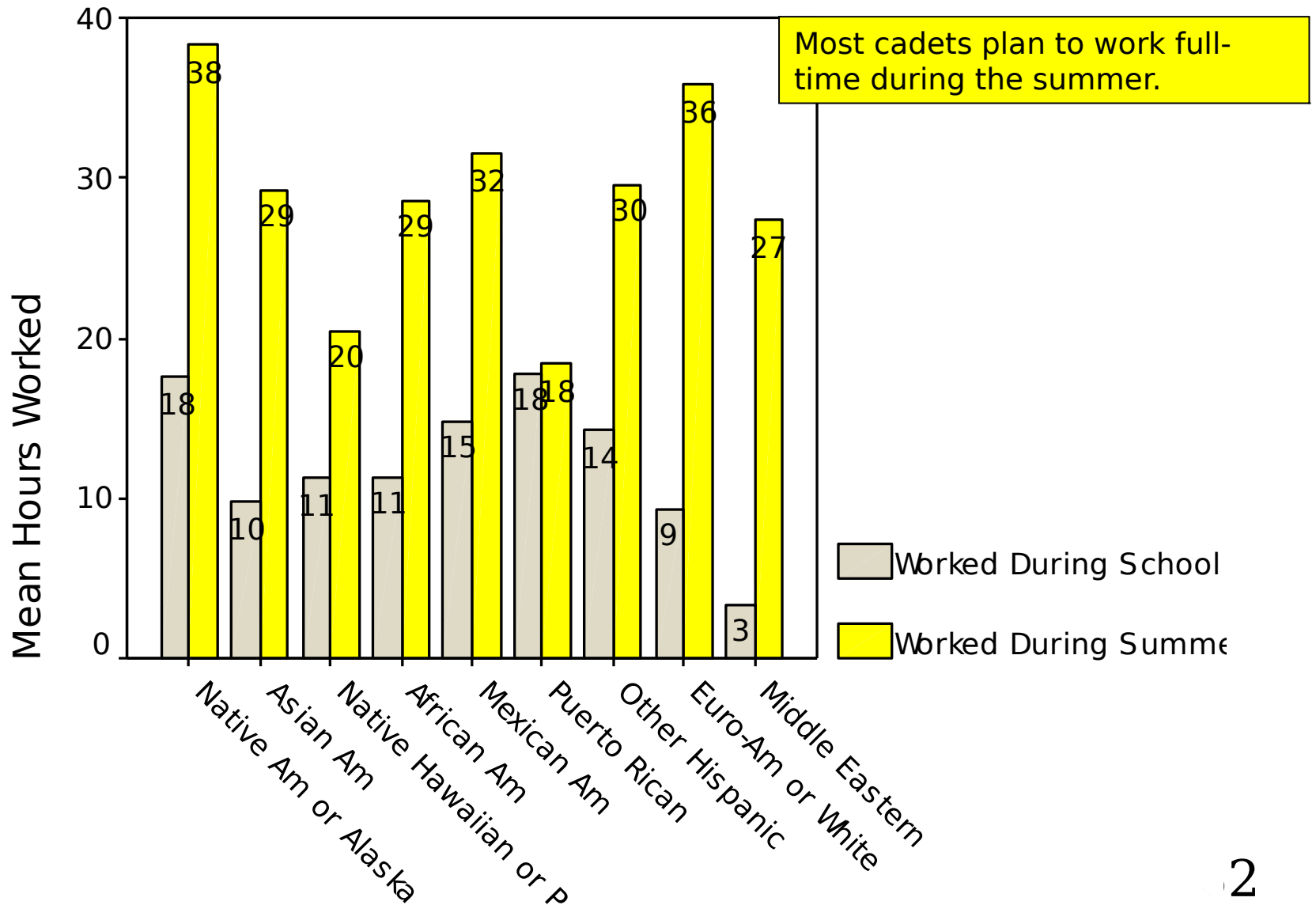
Robust Economy for Next Few Years



Cadet Belief in a Robust Economy With Job Opportunities

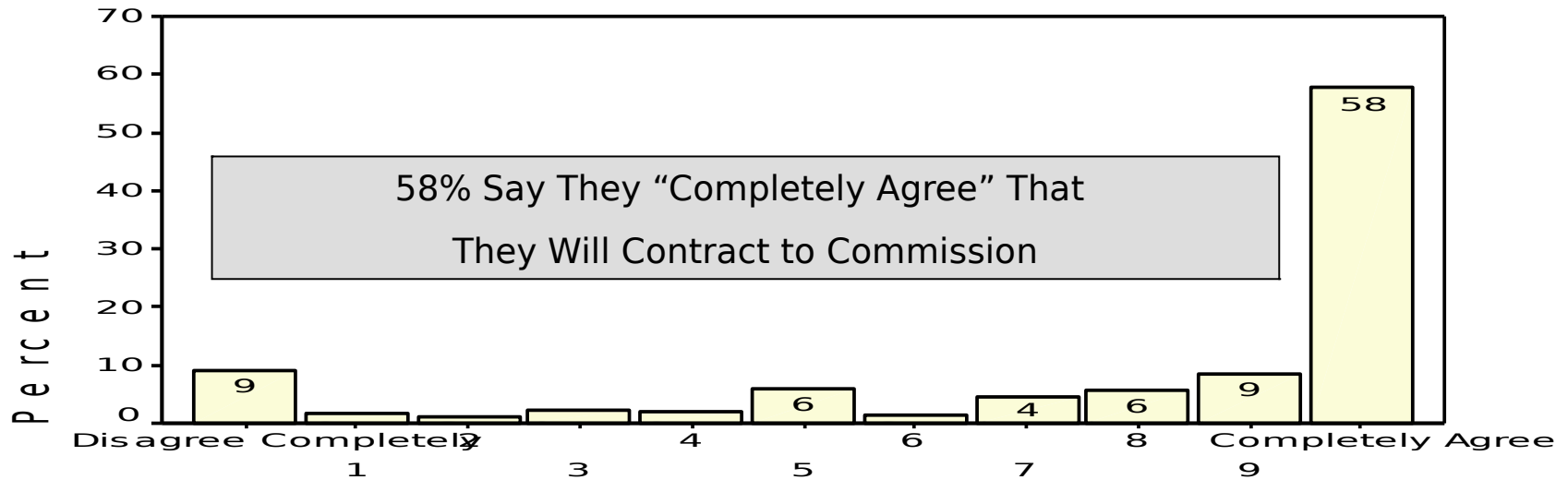


Work Hours



Plan to Contract to Commission

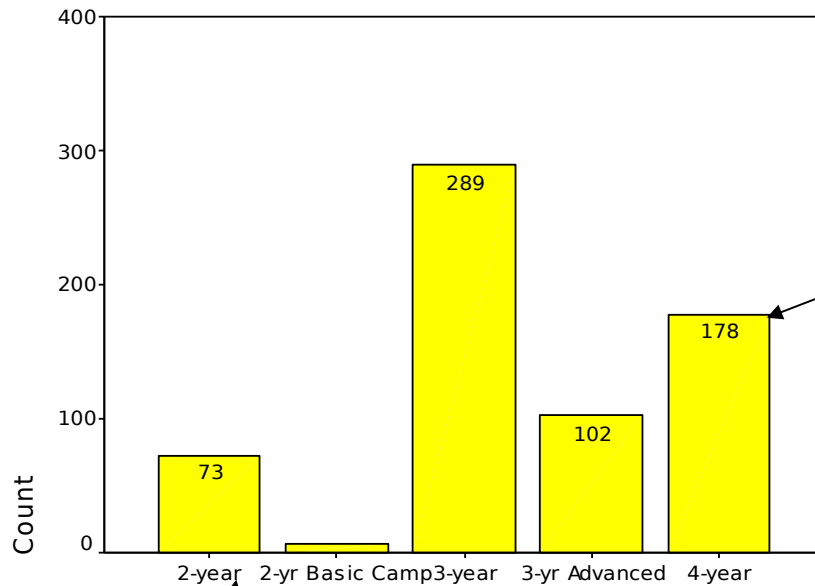
Those Aware In HS or Earlier



Aware After HS Graduation



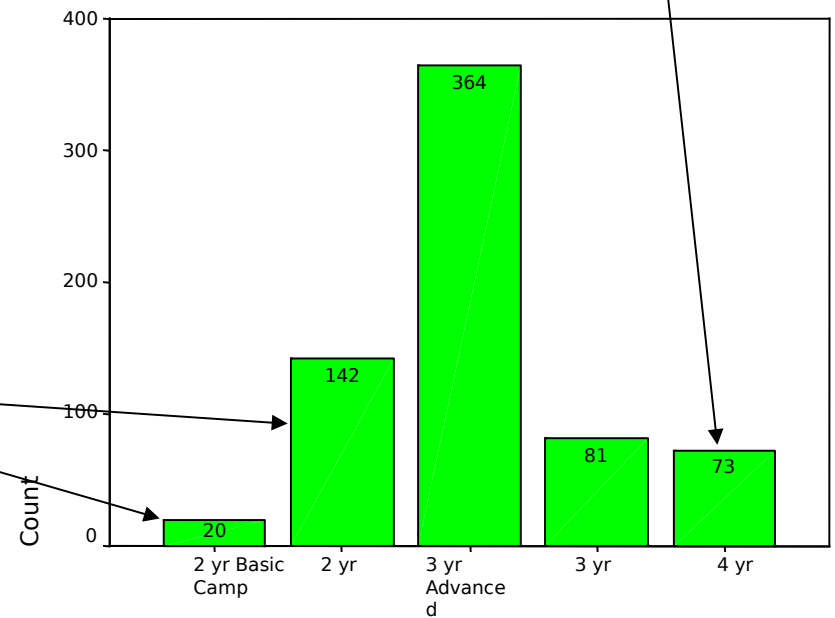
Scholarship Distribution 2001



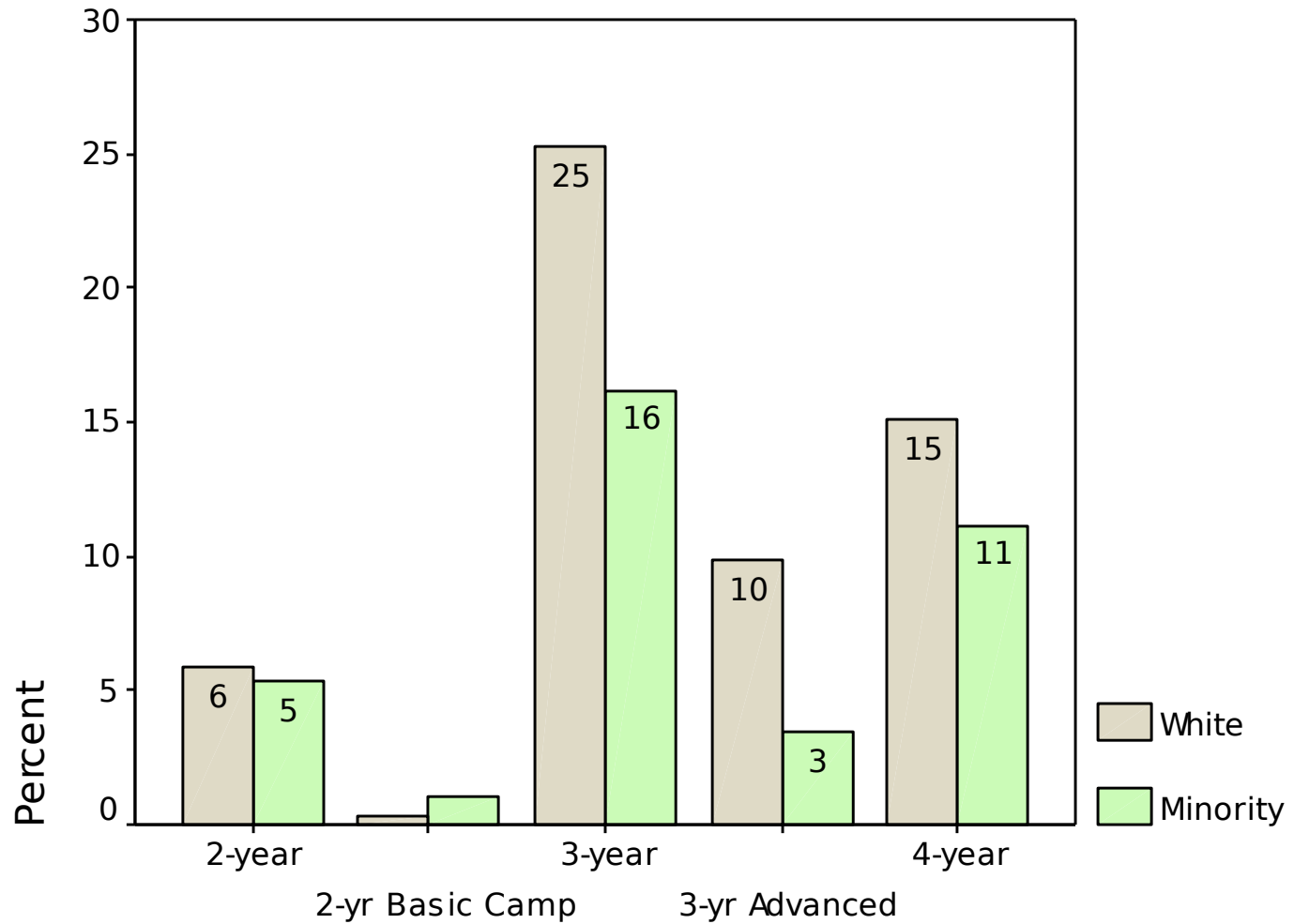
The number of 4-year scholarships increased.

The number of 2-year scholarships decreased.

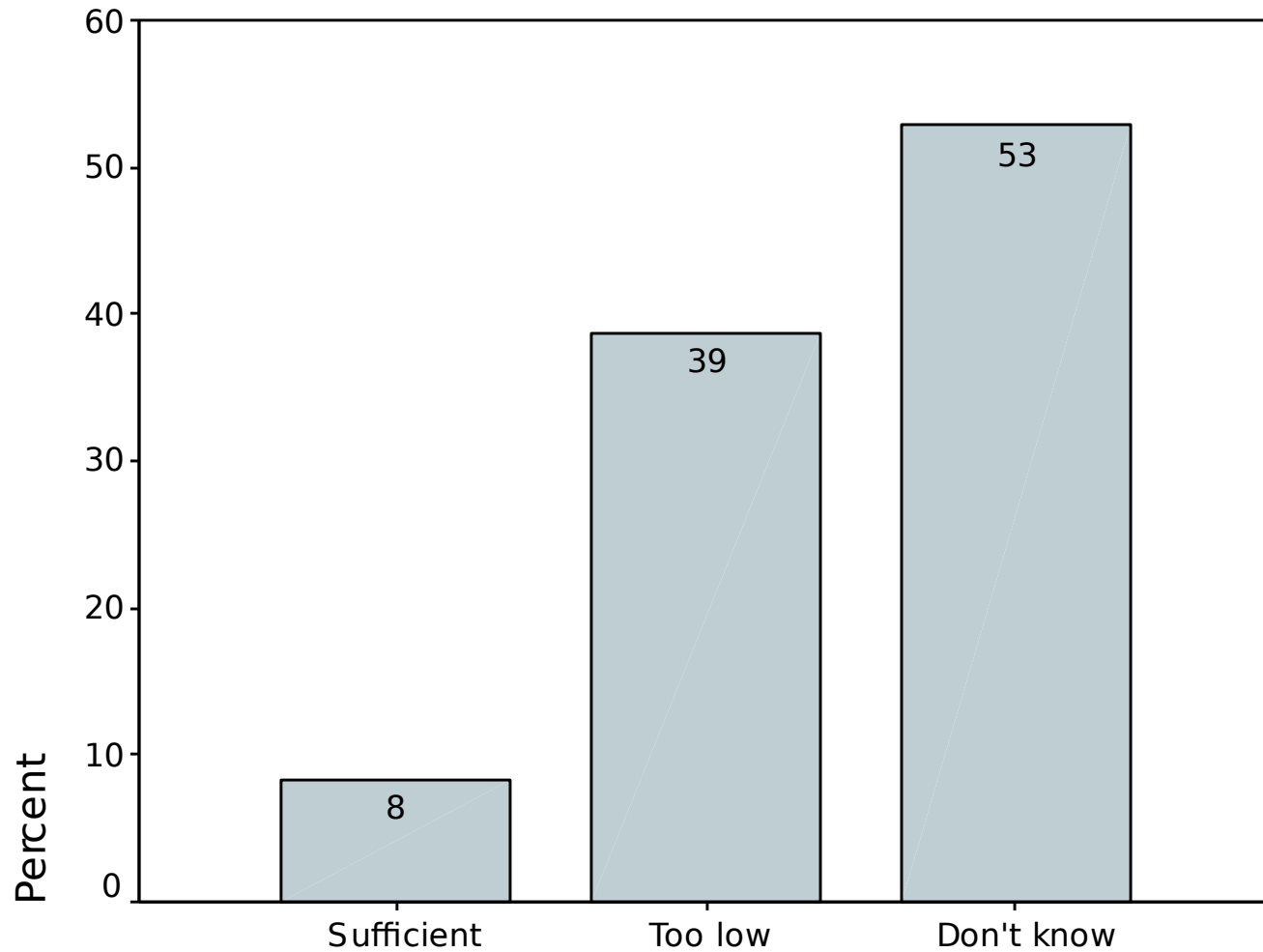
Scholarship Distribution 2000



Type of Scholarship Received



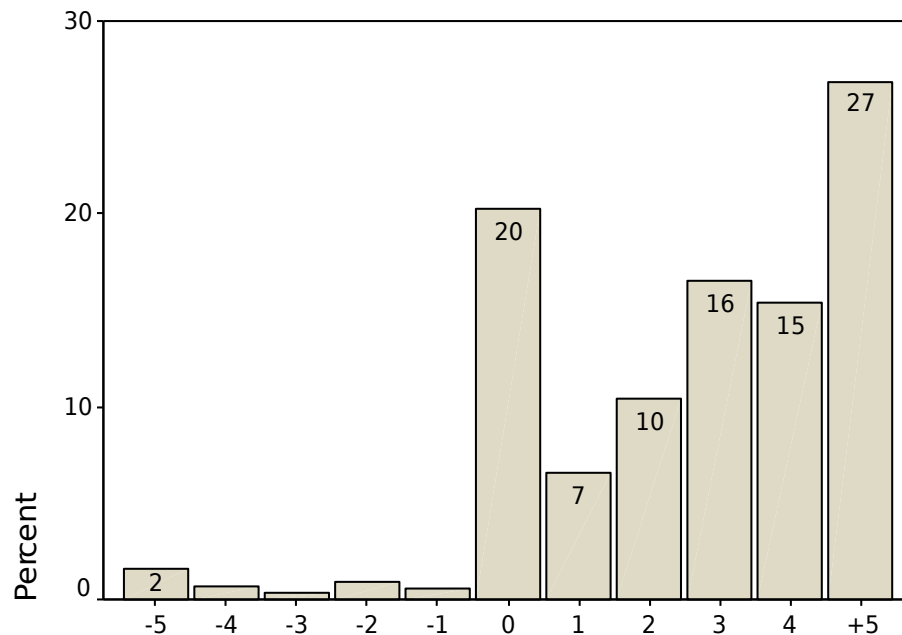
Advance Camp Pay Opinion



2001 MS2 Responses Toward Cadre Influence Much More Positive Than in 2000

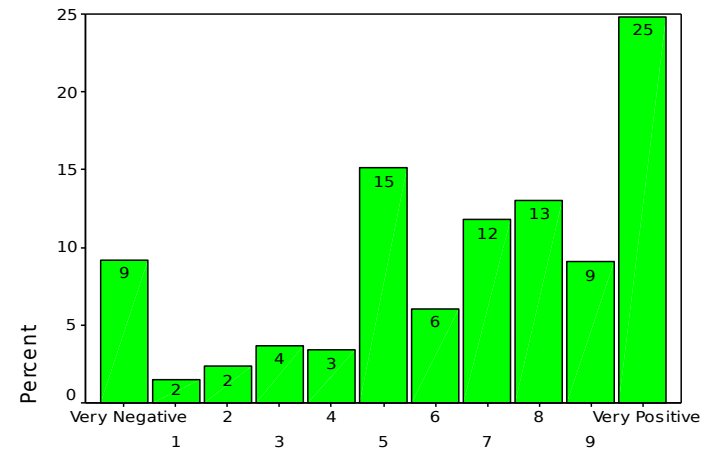
Cadre Influence to Contract

-5=Very Negative +5=Very Positive



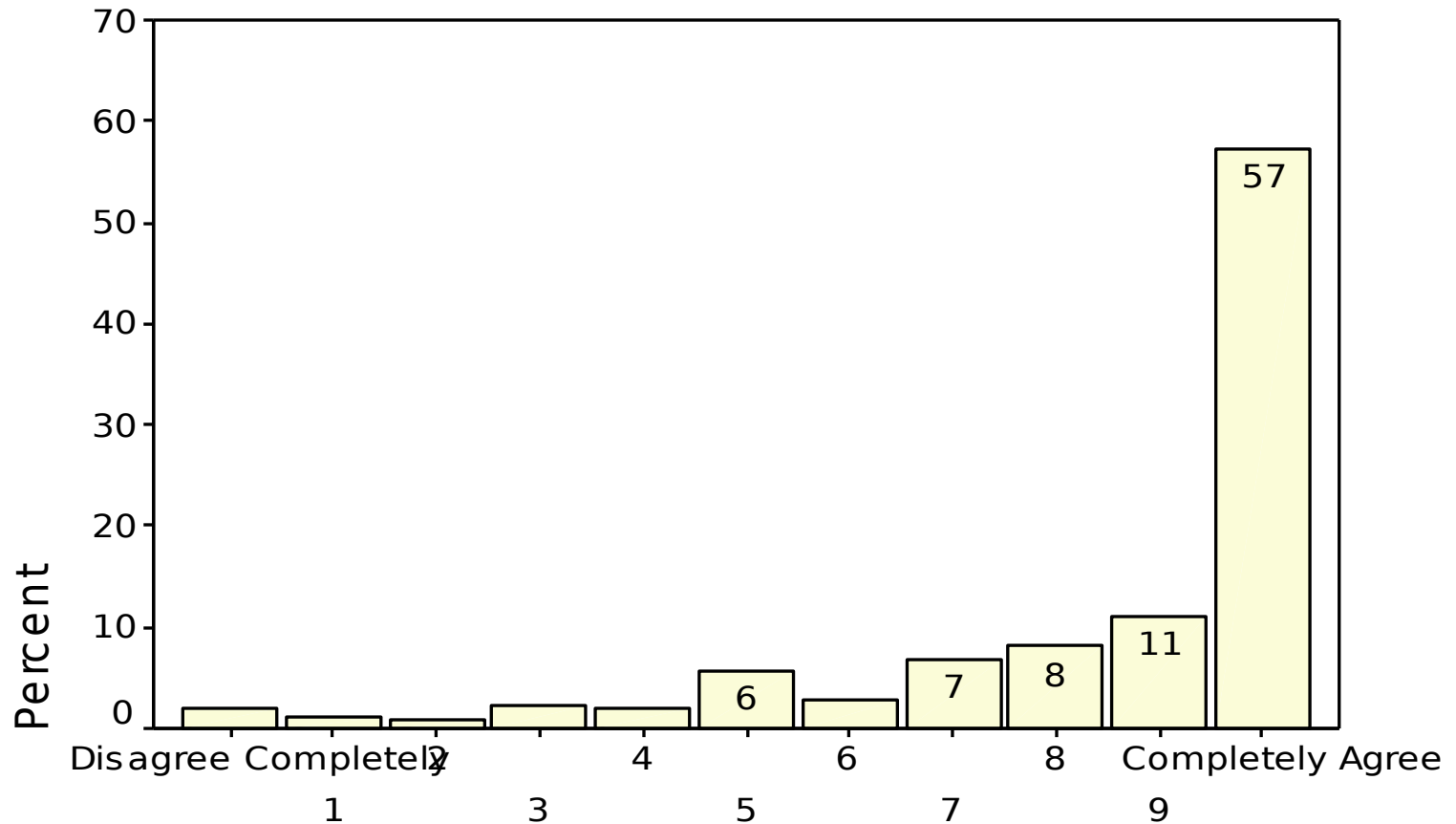
2001

2000 MS2 Cadre Influence to Contract

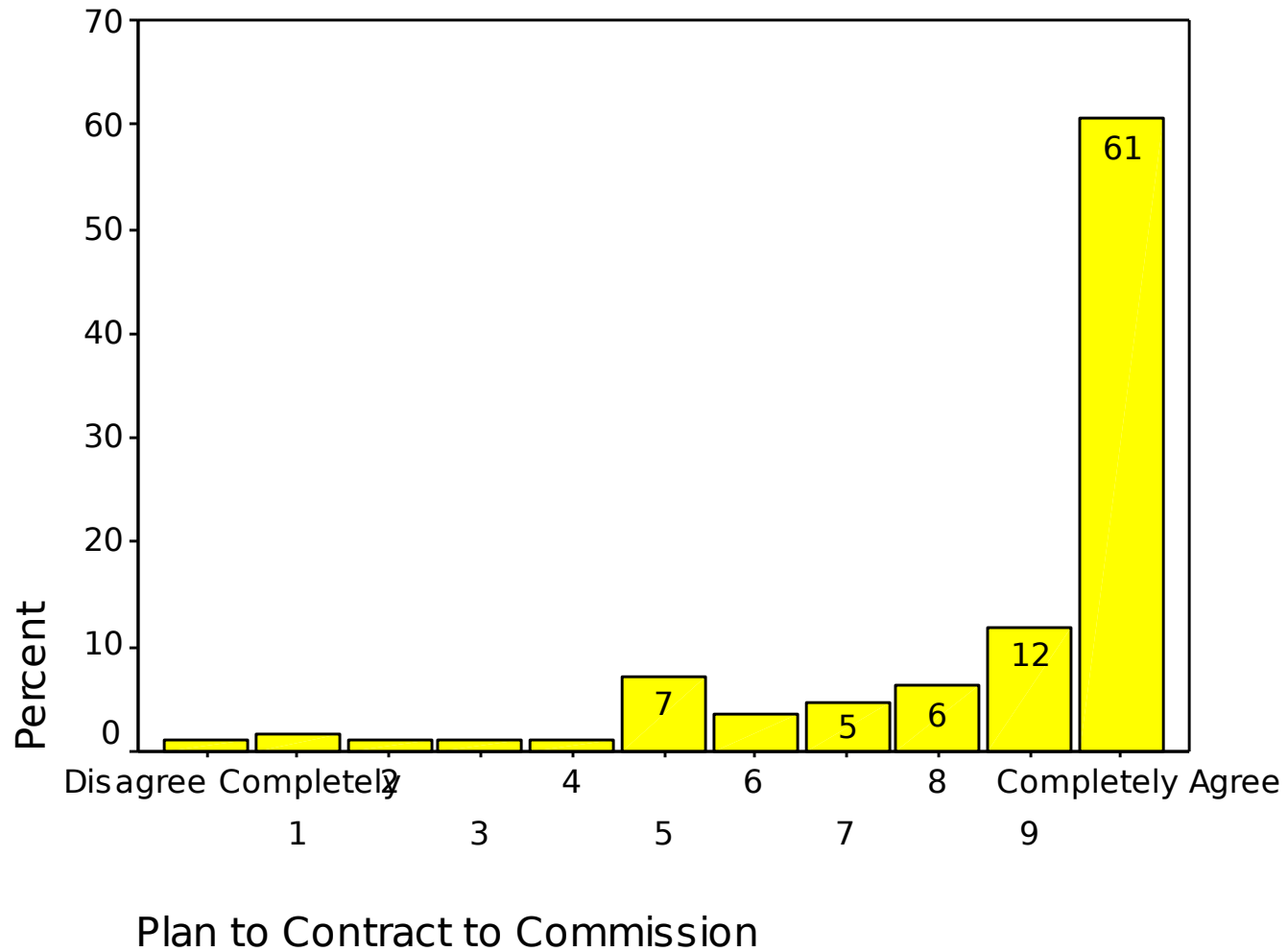


2000

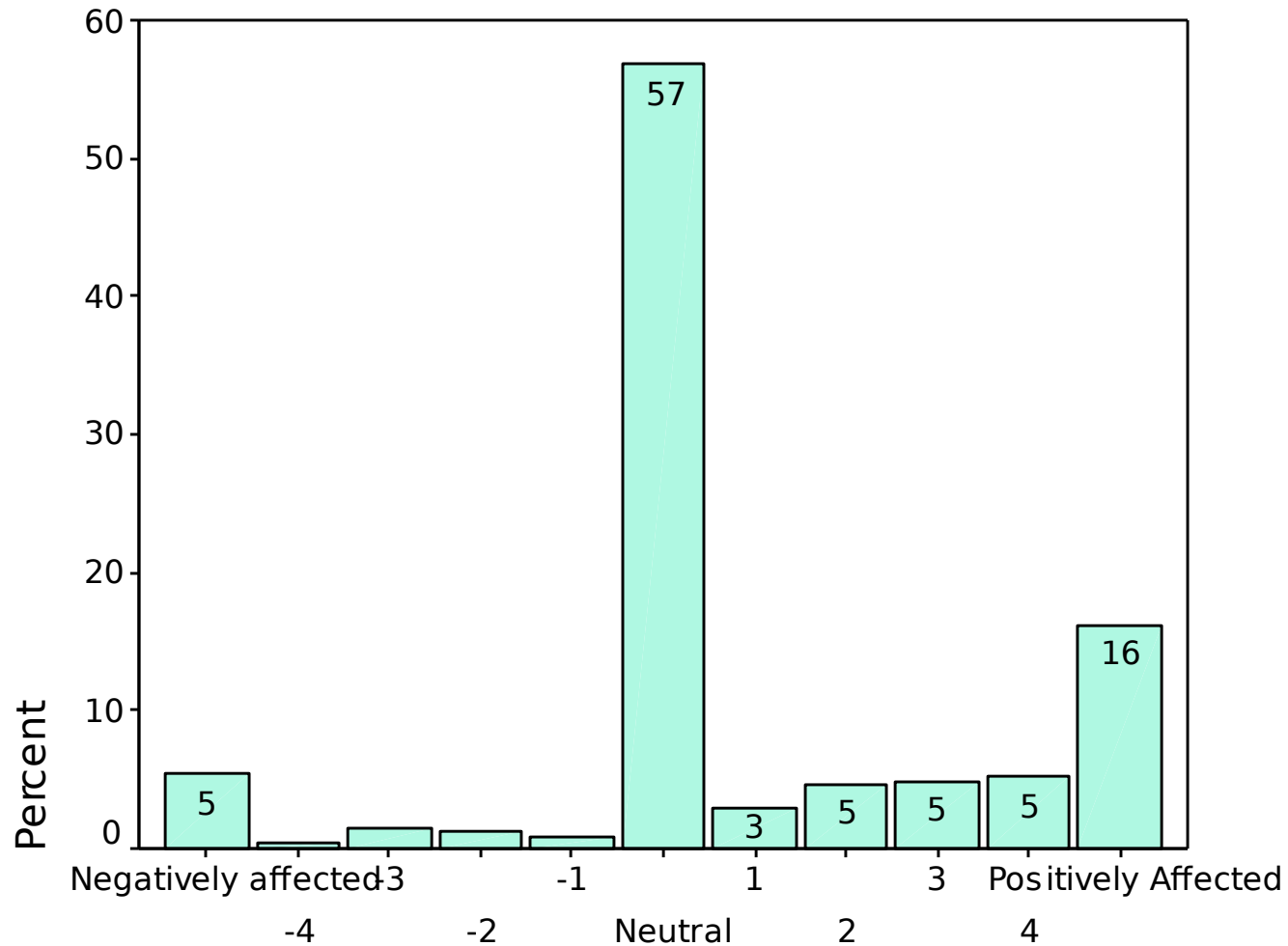
Career Opportunities in the Army Toward A Future Civilian Career



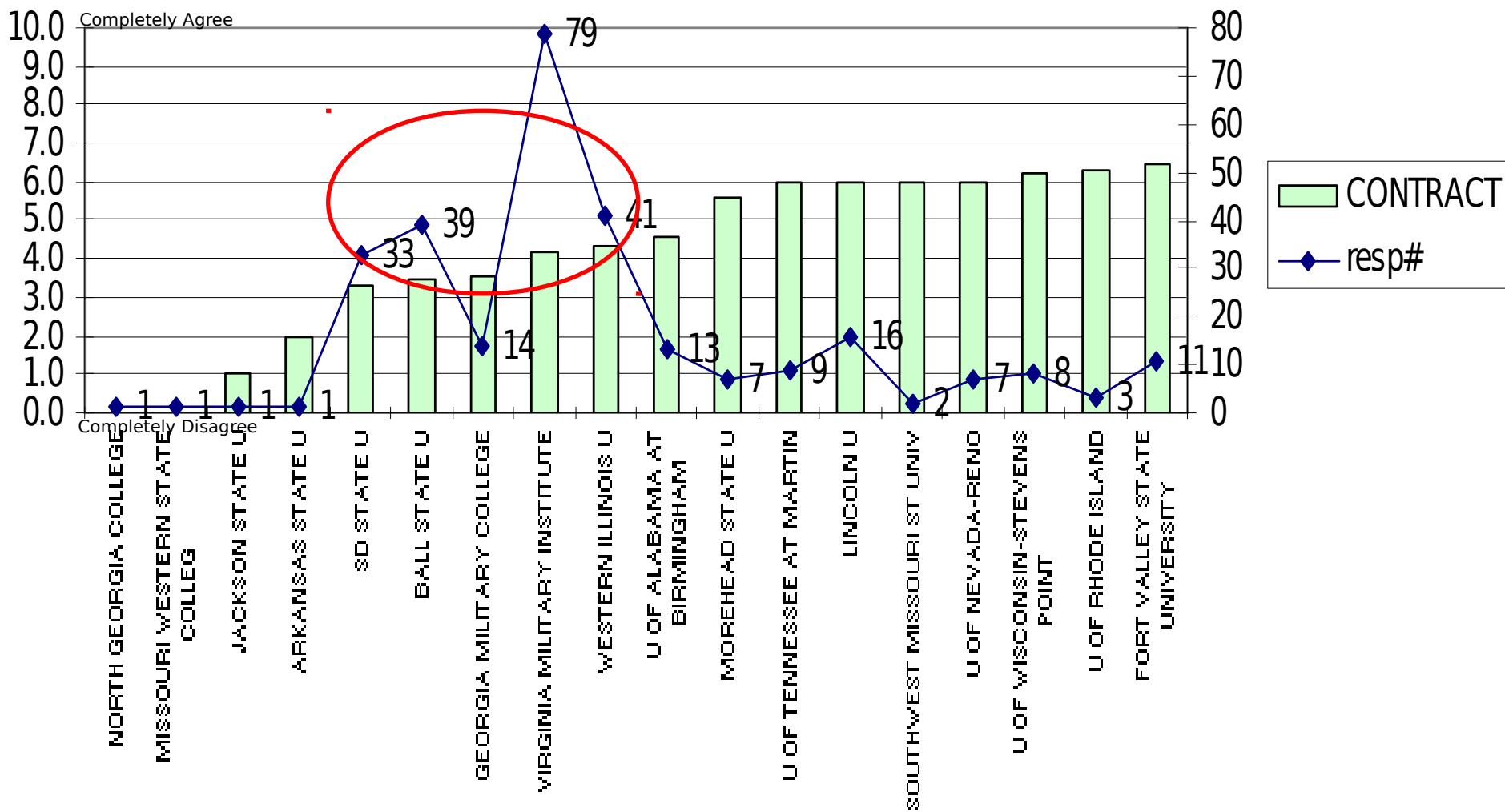
Army Career Opportunities



GRFD Affects Staying to Commission



Institutions with the low 'plan to contract' average



Ranking of Professionals

By Cadets Likely to Contract

